

Dallas



JANUARY • 1958



For more than 23 years, LONE STAR CADILLAC has been the selection of the greatest majority of Dallas fine car owners. These men and women

know that no automobile can compare with the quality and

service they receive as LONE STAR CADILLAC

customers. For 1958, Cadillac has

created its most magnificent

automobile... Motordom's

Masterpiece. You are

cordially invited to

visit our showroom

at your convenience

... to see and drive

your choice of LONE

STAR CADILLAC'S 12

incomparable models.

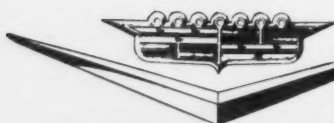
Cordial and efficient sales

representatives will be pleased

to discuss Cadillac ownership with you.

Remember, the mark of a man's success is evidenced

by the Cadillac he drives... so won't you consider a 1958 LONE STAR CADILLAC?



LONE STAR

Cadillac

COMPANY

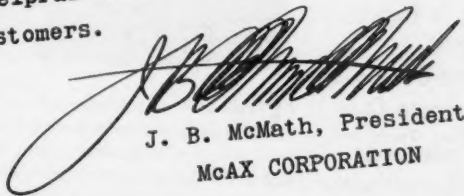
ENTIRE BLOCK 2300 ROSS AVENUE • DALLAS, TEXAS • RI 2-7222



An Announcement!

In recent years, so many of our friends and customers have become accustomed to calling our company by its trade name, "McAX," that the directors have elected to adopt this name officially. Therefore, as of January 1, 1958, the name McMATH-AXILROD CORPORATION is being superseded and the company will be known hereafter as the McAX CORPORATION.

Management and company policy will remain the same and, as always, it will be our objective to render the finest and most helpful service possible to our customers.



J. B. McMath, President
McAX CORPORATION

McAX CORPORATION

628 Third Avenue • Dallas 26, Texas

ENGINEERS, DESIGNERS & MANUFACTURERS of PORCELAIN ENAMEL and SIGNS OF ALL KINDS

Dallas *Pioneers*



Established

1869 Padgett Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Dallas Transit
Company

Street Railway

1874 Bolanz &
W. C. (Dub) Miller

Real Estate and Insurance

1875 First National
Bank in Dallas

Banking

1874 Binyon-O'Keefe
Warehouse Co.

"Moving, Household Goods, and
Commercial Warehousing"

1879 Texlite, Inc.

Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1887 Buell & Company

Building Material
Distributors

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products



THIS view of Commerce Street, looking West from the Old Oriental Hotel, about the turn of the century, shows a section of Dallas now in a period of transition. Just beyond the old Santa Fe Depot on the left is the site of the new government building. On the right side of the street, the old St. George Hotel looms just beyond the present location of the Chamber of Commerce. About this same time the Dorsey Company, a pioneer printing firm was erecting a new building at the corner of Commerce and Poydras. Founded in 1884 by James A. Dorsey, this firm started business on lower El Street with a wheelbarrow load of equipment. After the turn of the century the Dorsey Company developed into one of the largest printing, engraving, embossing, lithographing, bookbinding, office equipment and stationery houses in the entire South. In the early decades of the century this firm had about 50 salesmen traveling in many states and the quality of their printing was recognized nationally especially in banking circles. A fire destroyed their new plant in 1902 and the Dorsey Brothers re-established their business in several locations because no single building was adequate and available in Dallas at that time. Their present plant was opened in January, 1903 with new equipment and a new stock of merchandise. Today, the Dorsey Company is a major factor in the Dallas printing and office supply field and is under the management of Henry Dorsey Jr.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand
Inc. Morticians

Originally, Loudermilk,
Broussard and Miller

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1899 Seay & Hall

All Lines of Insurance

1898 Etheridge
Printing Company

Printing, Lithography, Engraving,
Office Supplies

1900 John Deere
Plow Company

Agricultural Instruments

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1903 Smith's Detective
Agency

Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning
& Sons

Insurance Managers
Fire — Casualty

1905 Rubenstein &
Sons, Inc.

Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rita Shelled Pecans

1910 Moser Co.
Realtors

Industrial and Commercial
Leases and Sales

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance

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KATHERINE GAINES
Editor

THOMAS J. McHALE
Advertising Manager

JOHN E. STITT
Advertising Associate

LOUISE TATE
Advertising Assistant

ON THE COVER: An aerial view by Squire Haskins of the Dallas skyline and a new gateway to the city — the under-construction Stemmons Expressway. Already completed are three-lane service roads which parallel Stemmons from Inwood Road to Oak Lawn. The expressway, a component of Interstate Highway 35-E, will lead visitors past three of Dallas' greatest industrial districts: Trinity, West Trinity and Brook Hollow. Cover design by Bug Biggs.

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Dallas

JANUARY

1958

VOLUME 37

NUMBER 1

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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STATEMENT OF CONDITION

At the Close of Business December 31, 1957

ASSETS

Cash on Hand and Due from Banks	\$296,794,262.89
United States Government Obligations	\$82,597,115.85
Public Housing Authority Obligations (Fully Guaranteed)	4,440,747.06
State, County, and Municipal Bonds	16,658,593.57
Other Bonds	103,696,456.48
Stock in Federal Reserve Bank	6,144,308.51
Loans and Discounts	1,533,000.00
Commodity Loans	378,433,617.73
Income Accrued	8,359,897.95
Letters of Credit and Acceptances	2,466,162.65
Banking House and Equipment	13,984,471.59
Other Assets	9,469,968.16
	121,543.87
	\$821,003,689.83

LIABILITIES

Capital Stock	\$ 23,100,000.00
Surplus Fund	28,000,000.00
Undivided Profits	5,002,438.96
Reserved for Contingencies	\$ 56,102,438.96
Reserved for Taxes, Etc.	7,973,350.28
Deferred Income	5,987,908.24
Letters of Credit and Acceptances	2,274,183.70
	13,984,471.59

DEPOSITS:

Individual	\$484,626,192.16
Banks	237,951,720.49
U. S. Government	12,103,424.41
	734,681,337.06
	\$821,003,689.83

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The Major Difference Between
Banks of Today is the Way
People are Treated.

Ben Wooten
PRESIDENT
First National Bank in Dallas



82 years of growth through service to people

1st NATIONAL BANK in Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALLAS • JANUARY, 1958

DALE MILLER'S

WASHINGTON

REPORT



Congress and the Space Age

The second session of the 85th Congress convened on January 7th, and not since the war years was there such evidence of apprehensions and forebodings surcharging the political atmosphere on Capitol Hill. The customary procedures of organization and orientation were routinely observed, to be sure, and the surface manifestations of business as usual were much the same as in many preceding years, but it was apparent nevertheless that the members had returned to Washington in a disturbed frame of mind, acutely troubled by the magnitude of the tasks that will confront them in the months ahead. There is an awareness of new and awesome dimensions of political responsibility, of monumental problems unfamiliar to their experience, of forces esoteric and uncontrolled. Seldom in our political history has any Congress convened in such a mood of real anxiety. It is the first to confront the challenge of the age of space.

Congress was not in session, of course, when the Soviet Union propelled its Sputniks into the skies and thus achieved the first conquest of space; and it is just as well that it wasn't, for politics is by nature impetuous in crises, and its immediate reactions would probably have compounded the confusion. But there has been opportunity for reflection and earnest study during these intervening months, and the atmosphere on Capitol Hill is salutary today, at least from the standpoint of a serious-minded approach to the problems.

It is of course too early as yet to expect much progress in the development of some definite program of action, but it should be observed that the first indications of the Administration's approach to the task are not too encouraging. It is one of those incomprehensible facts of political life that Washington invariably responds to emergencies in terms of money, as if dollars were the only known antidote to any ill or evil, and it is evident that the Eisenhower Administration, in the sub-

mission of its annual Budget to Congress, is conforming to this time-honored practice. The details of the Budget for the next fiscal year have not been made public at this writing—though they will have been seen by the time these observations appear in print—but it has been reliably reported that they will total approximately 74 billions of dollars.

The budget submitted a year ago amounted to nearly \$72 billions, thus achieving the dubious distinction of being the highest peacetime Budget in the nation's history, but it evidently managed to retain its title only long enough for the Administration to prepare another one. The new high of some \$74 billions is being justified, of course, on the grounds that additional heavy expenditures must be made to provide for the nation's security and to re-establish its leadership in scientific prowess. And while there can be no quarrel with either these essential objectives or the obvious necessity of expending sufficient funds to achieve them, there is still a persisting doubt that the mere pyramiding of new billions on top of the old will reach some definitive answer to the problem.

It may seem unfashionable if not unpatriotic to speak of governmental economy at such a time, but it is the conviction of this observer at least that the Administration and Congress must remain acutely aware of the necessity of preserving a sound national economy by effecting substantial retrenchments in major areas of expenditures where waste and extravagance undeniably exist. Even modest efforts in such directions could produce sufficient savings to finance essential new programs without burdensome new spending. The submission of a \$74 billion Budget, and the forthcoming obligation of Congress to increase the statutory debt limit which now stands at \$275 billion, should be regarded as something more than an evidence of a nation's willingness to spend to survive; it could also be ex-

amined for whatever signs it may contain that it is oppressive on the national economy.

There are two major areas of prodigal government spending where substantial economies should have been effected long before now: the military establishment and foreign aid. Appropriations for national defense are concededly difficult to evaluate intelligently. To begin with, they have reached such huge proportions that they have become virtually unmanageable. Then, too, many expensive projects are shrouded in such secrecy that the Congressmen who are compelled to provide the money for them have practically no factual information by which they can determine the true existence or extent of the need for funds. Nevertheless, it is a secret to utterly no one in Washington that there is vast waste in the defense establishment, produced collectively by duplication of effort, interservice rivalry, adherence to outmoded methods of warfare, and the sheer enormity of the program itself.

Insofar as foreign aid is concerned, it has progressively become an incubus. Once instituted for the needed purpose of restoring economic stability to friendly

Pyramided billions: Need for spending should focus attention on need for economy as well.

nations devastated by war, it cemented itself into permanence, and is still funneling money, at the appalling rate of \$100,000,000 a week, into many remote areas throughout the world. As one Washington observer wryly expressed it, the United States may not be the first nation to reach the moon, but it will be the first one there with foreign aid.

That kind of money would buy a lot of what America urgently needs today—scientific research and invention to meet the grave new challenge of the age of space. Both the executive and legislative branches of the Government should thus be aware of the dual nature of their responsibility, not only to provide promptly whatever funds may be required to meet the emergency which now exists, but also to preserve a sound national economy by ferreting out extravagance and bureaucratic futility.

Dallas Plans Ahead For Great Expansion

1958 Promises Long Economic Strides

A New Year's checkup reveals that Dallas is entering 1958 with a strong economic pulse, and in sound civic health.

In many respects, Dallas' outlook at the beginning of the new year justifies greater optimism than at any time in the past decade.

The beginning-of-1958 inventory lists these major reasons for optimism on the economic side:

- An all-time January high in employment and payrolls.

- Record backlogs of military orders in Dallas factories.

- Significant new advances in non-military manufacturing.

- The best outlook in years for agriculture and ranching in the Southwest.

- More commercial and institutional building than ever before in Dallas' history.

Dallas' sound civic health is reflected in the fast tempo of progress on major aspects of community growth requirements, including such items as these:

- Initial construction in the \$345 millions program for new trafficways.

- On-schedule construction of the Iron Bridge Reservoir, which will more than double Dallas' water supply by 1962 — the first goal in the long-range water program which will meet the needs of a population of 2,440,000 by the year 2000.

- Selection of the site for the \$24,900,000 Dallas Federal Center, which will not only provide a building to house more than 5,000 Federal employees, but will involve the opening of a major new street in downtown Dallas.

- Opening of Memorial Auditorium, which has already given Dallas new stature as a convention and entertainment center.

- Opening of Dallas Love Field's new terminal, giving Dallas airport facilities commensurate with its position as one of the country's 10 leading air traffic centers.

- Preparation of plans for the \$2,000,000 Livestock Coliseum at State Fair Park, the next major public building to be constructed.

- School construction, which will add another senior high school, a junior high school, and four elementary schools to the Dallas system during 1958.

There are approximately 9,500 more workers employed in the Dallas Metropolitan Area than in January, 1957. This means that, during the past year, Metropolitan Dallas' payrolls have grown at the rate of some \$42 millions annually from employment expansion alone.

Metropolitan Dallas' population today is conservatively estimated at 862,000 compared with 827,500 on January 1, 1957.

Dallas business men find that these noteworthy gains are just the beginning of their optimism-generating inventory.

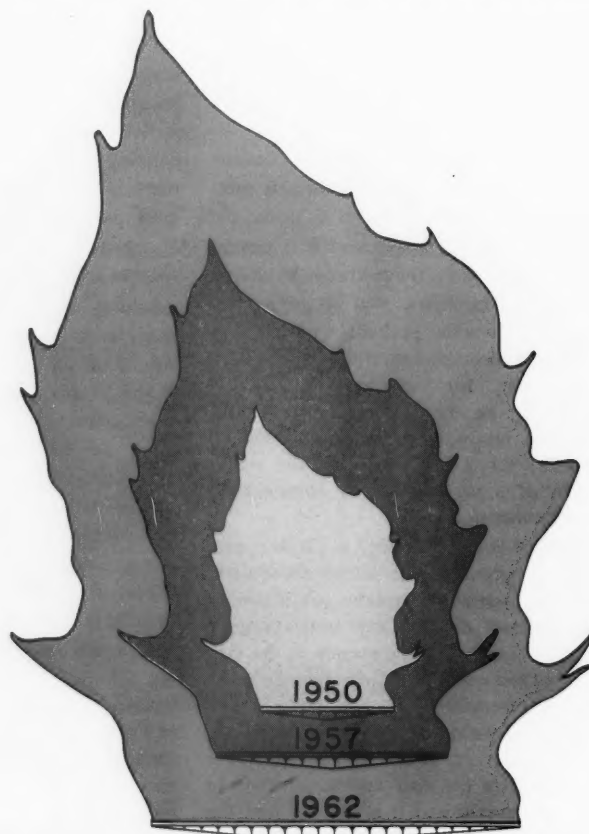
For the first time in more than five years, they do not have to worry about the economic effects of a record-breaking drought which ravaged the entire Southwest. Throughout most of the region, rainfall has been adequate and there is more moisture in the ground — to the great relief of Southwestern farmers and ranchers — than there has been at any time since 1950. Agricultural production is confidently expected to recover quickly from the effects of the prolonged drought. The livestock industry, whose herds were decimated when ranchers had to sell off all but their seed stock because of range conditions, looks at restored pasturage and predicts that 1958 will be a comeback year.

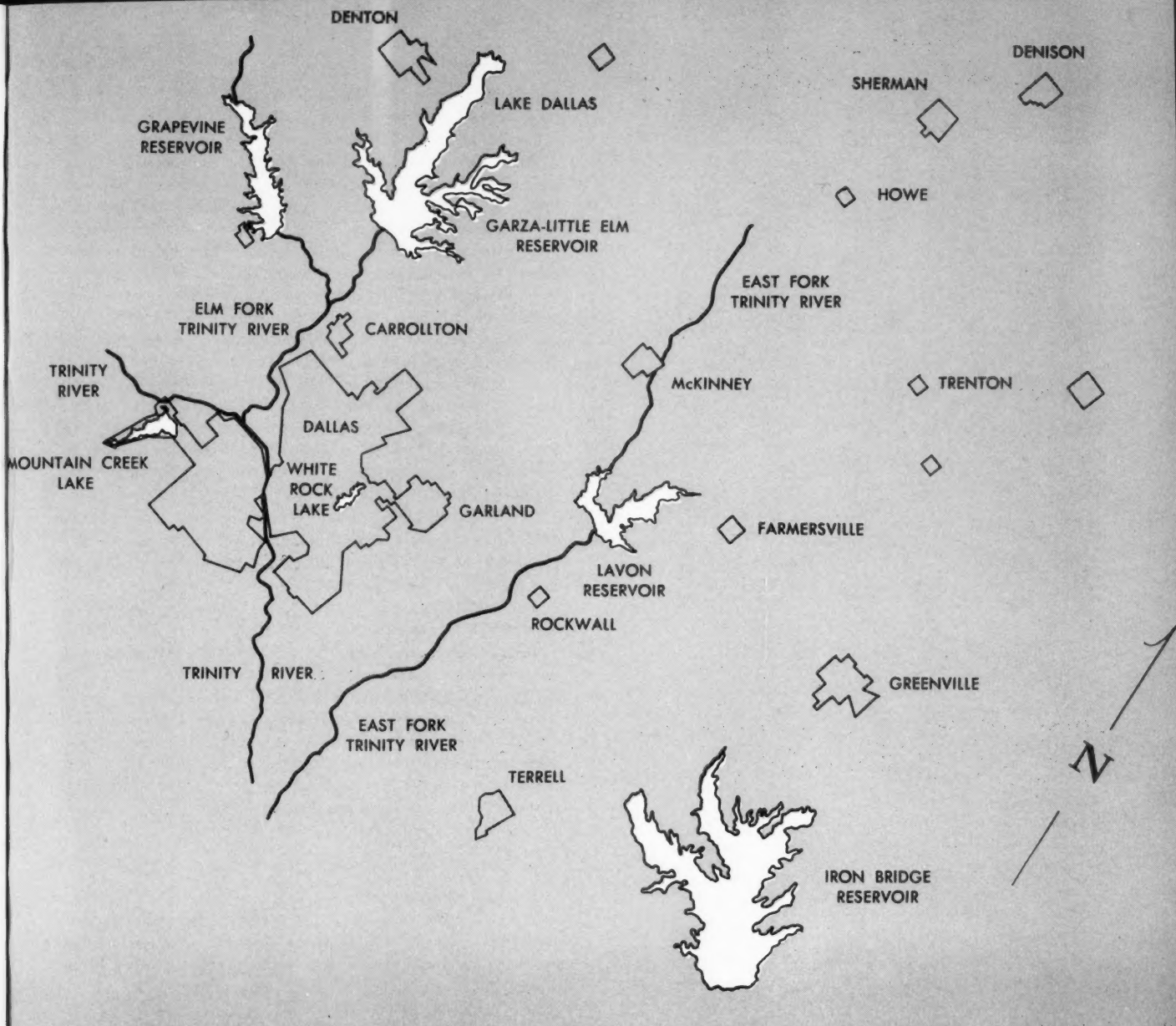
As the distributing center and service center whose economy is founded on supplying consumer needs and services throughout the Dallas Southwest, Dallas stands to gain from every improvement in the outlook for the farmers and ranchers of the region.

At home, Dallas business also finds that 1957's abundant rainfall has brought vast changes. With five years' water supply now stored in the Dallas reservoirs, the community is able to put new emphasis on its long-range water supply program, of which the new Iron Bridge lake is the first objective.

At shorter range, Dallas finds sound satisfaction in its steady gains in retail sales, and in its even more spectacular growth as

FORESIGHT has brought Dallas water supplies from outmoded 1950 yields to present total of 133 million gallons per day. By 1962, the daily safe yield will be 293 million gallons.





COMPLETION OF IRON BRIDGE Reservoir, a \$20,000,000 investment by the city, will be a vital link in long range plans to circle Dallas with adequate daily water supplies.

a market center supplying the needs of business throughout the Southwest. The retail market's growth is summed up in Federal Reserve Bank reports that Dallas department store sales were 2% greater in 1957 than in 1956. And symbolic of Dallas' expanding role as a distributing center was the January opening of the newly-doubled Dallas Homefurnishings Mart, which the furniture industry confidently expects to make Dallas second only to Chicago among the nation's furniture markets. Another significant recognition of Dallas' increasing leadership as a market center was Allied Stores' establishment of a buying office here.

Sharp emphasis is being given, throughout the country, to those industries which supply aircraft and missiles, and electronic equipment for aircraft and missiles. Dallas benefits from this emphasis, but it is also in the enviable position of standing to grow in stature as a manufacturing center for both non-military and military products.

On the strictly civilian side of its coin, Dallas lists a number

of major manufacturing expansions, including:

Texas Instruments' new plant to house its apparatus division, nearing completion at North Central Expressway and Valley View road, which will employ more than 2,000 workers and will establish Dallas even more firmly as the "transistor capital" of America.

Sherman-Williams' new \$3,500,000 paint and varnish manufacturing plant at Garland, representing an important expansion of the company's Dallas production facilities.

Collins Radio Company's new \$1,700,000 engineering center at Richardson, the first unit in the firm's planned expansion of its Texas division facilities.

Gaylord Container Corporation's new factory, with 180,000 square feet of floor space, at Jupiter and Kingsley Roads, planned to accommodate a 75% increase in the firm's employment at Dallas.

Browne Window Manufacturing Company's new, 60,000-square foot plant in the Santa Fe Industrial District.



SUPER-HIGHWAY 35-E, recently dedicated at Carrollton, will connect with Stemmons Expressway.

Pointing up the sound diversification in Dallas' non-military manufacturing industry, the Civil Aeronautics Administration has announced the award of a contract to Texas Instruments, Inc., for the production of 14 airport surveillance radar units at a total cost of \$4,691,884. Equally significant is the announcement that Dallas-based Texas Instruments and International Business Machines Corp. have signed an agreement to work together in the application of transistors to IBM data processing machines.

On the military-products side of its industrial coin, Dallas manufacturers today hold the biggest backlog of military production orders in their peacetime history.

Chance Vought Aircraft at the dawn of 1958 received orders for F8U-2 and F8U-3 aircraft totalling \$300 millions; and an order for its Regulus II supersonic missile, totalling \$33 millions. These new contracts brought the total backlog of production orders now held by Vought to some \$700 millions.

Temco Aircraft holds a backlog of more than \$150 millions for production of its TT-1 primary jet trainer, the Corvus air-to-surface missile, a target drone, and subcontracts with Boeing, Lockheed, McDonnell, Martin aircraft companies and Ford Motor Company for major components of their combat aircraft and aircraft engines.

Dallas' major electronic manufacturers — Collins Radio, Varo Manufacturing, Texas Instruments, Space, Inc., and Continental Electronics — can be expected to have an increasingly-important share in the United States' defense production contracts.

While the growing backlog of military production orders does not call for any immediate surge in hiring at the Dallas plants, it assures stability in employment for the present, and promises a significant expansion in the Dallas labor market at a later date.

One of the most important items in Dallas' New Year's inventory is the new building activity, which is both a barometer of Dallas' growth and also a major employer of Dallas labor (some 23,000 Dallasites earn their livelihood in the construc-

tion industry). In two segments of the industry — highway construction and commercial building — Dallas in 1958 is assured of the highest levels of activity in history.

With five segments of the new Interstate expressways radiating from the city (only one other city in the U. S. has as many), Dallas has been assured of a heavy share in the Federal expenditures for super-highways. Late in 1957, a Dallas County bond issue was authorized for the purchase of rights of way required for Federal and state primary and secondary highways in Dallas County. The right of way bond issue, coupled with the Interstate expressways program, assured Dallas of a comprehensive network of modern trafficways to be built during the next 12 to 15 years at a total cost of some \$345 millions.

The newly-completed sections of service roads for Stemmons Expressway (Interstate 35-E), shown in the photograph on the front cover of this issue of DALLAS, symbolize the vast trafficways construction program which is now underway in the Dallas Metropolitan area. The sections shown lie within the Trinity Industrial District.

Construction contracts for 7.4 miles of the Stemmons Expressway, totalling \$18,500,000, have already been awarded. Contracts for 3.2 additional miles, at a cost of \$5,500,000, are scheduled to be awarded before the end of April.

The first sections of the East-West Expressway, consisting of a new bridge across the Trinity River at Cadiz Street and .7 mile of approach on the Oak Cliff end of the viaduct, are nearing completion at a cost of \$2,440,000.

Division Engineer Frank Cawthon of the Texas State Highway Department, expects the Texas Highway Commission to award a total of \$15 millions' worth of highway construction contracts in Dallas County during the next few months. The forecast of construction contracts to be awarded during the first part of the year falls into these categories:

Interstate freeways:	\$10,700,00
Primary and secondary highways:	\$ 4,300,000

Further indication of the scope and importance of the highway construction program is that the State Highway Department has definitely scheduled, at this time, additional rights of way purchases on Interstate system projects totalling \$4,000,000.

In addition to the construction of Federal and state highways, handled by the State Highway Department, the City of Dallas is working on the final phases of a \$12,984,000 major street improvement program embracing 21 different projects. Approximately half of the projects had been completed by January 1.

The two largest items, \$2 million each, are the right-of-way purchases made as the City's share of the U. S. Highway 77 (Stemmons Expressway) and U. S. 67 (East-West Expressway) programs.

The six projects that are completed are Illinois from Zangs to Britton (\$364,000); Second Avenue from Parry to Pennsylvania (\$112,000); Hall from Swiss to Worth (\$60,000); Jefferson from Lancaster to Polk (\$129,000); Marsh Lane from Northwest Highway to Walnut Hill Lane (\$464,000); and Hampton-Inwood from U. S. 67 to Perryton (\$761,000).

Two nearing completion are Hillcrest from Northwest Highway to Royal Lane (\$636,000) and Garland Road from Buckner to Gaston (\$601,000).

Three now under way are DeSoto from Canton to Field (\$625,000); Kiest Boulevard from Illinois to Lancaster, which is partly completed (\$361,000); and Easton from Garland Road to Northcliff (\$223,000).

Six in various developmental stages are the Hines-Inwood interchange (\$745,000) for which the City Council began advertising for bids January 6; Haskell from Dolphin to East Grand (\$885,000) for which right-of-way purchases are being made; Hines from Industrial to Mockingbird (\$171,000), for which plans have been completed; Grand Avenue from Lamar to Second Avenue (\$301,000), for which right-of-way is being bought; Industrial from Corinth to Irving Boulevard (\$261,000), for which bids have been received; and Sylvan from Fort Worth cutoff to Texas and Pacific Railway (\$100,000) for which a contract has been awarded.

Commercial building underway or definitely planned and announced for Dallas represents the greatest volume in history.

Three of the commercial building projects represent expenditures of more than \$20 millions each.

Announcement of the site for the new Dallas Federal Center, to be constructed at a cost of \$24,900,000, was made at the end of 1957. Acquisition of the site and preparation of architectural-engineering plans are expected to require most of 1958, with actual construction of the building starting in 1959. The site is immediately west of, and adjoining, the Santa Fe Building at 1114 Commerce Street. The site will occupy 58,000 square feet of ground area, bounded by Commerce and Jackson Streets, by the Santa Fe Building on the east, and by the soon-to-be-opened Griffin Street extension on the west. The Federal Center will provide some 950,000 square feet of floor area, will house between 5,000 and 7,500 Federal government employees in Dallas, and will bring together Federal offices now scattered over the city in rented space for which the government pays more than \$1,000,000 per year in rent.

The steel framework for the 35-million-dollar Southland Center at Live Oak, Bryan, Olive and Pearl Streets, was completed the first week in January. Four basement floors covering the entire block provide parking capacity for 2,000 cars per day. Above ground, the Center consists of a base of three floors, covering the entire block; of a 42-story office building tower for the Southland Life Insurance Co., owner of the development; and of a 28-story tower to be occupied by the 600-room Sheraton Dallas Hotel.

The third 20-million-dollar-plus project is the Exchange Park development which, when completed, will represent an investment of some \$125 millions. The Exchange Bank Building,

completed last Fall, was the first unit in the development and a 6-story utilities building was the second. The 10-story Braniff Airways Building, scheduled for occupancy in March, is the third unit in the park. William A. Blakley, owner and developer, has announced that the other units, including air-conditioned malls, shops, additional office buildings, a hospital and a 1,000-room hotel, will be erected on a rapid schedule.

Other major commercial buildings round out the picture of Dallas' record-breaking expansion. They include the following projects:

The 22-story Mercantile Dallas building, providing 300,000 square feet of floor area, nearing completion at the corner of Commerce and St. Paul streets.

Leo F. Corrigan's new 20-story, \$6,000,000 office building at Ervay, Elm and Pacific, providing 200,000 square feet of floor area, scheduled for completion late in 1958.

The additional 8 floors to the Mercantile Commerce Building at Commerce and St. Paul, providing 216,000 square feet of floor area, scheduled for completion late in 1958.

The 17-story Baptist Annuity Center, at North Akard and San Jacinto, costing \$3,500,000 and providing 177,344 square feet of floor area, to be completed early in 1959.

A 10-story addition to the Reserve Life Insurance building at South Akard and Wood Streets, providing 120,000 square feet of new floor area and involving a complete re-facing of the existing 10-story building.

Basic to all of Dallas' growth is the provision of adequate water supplies. In this field, Dallas has probably achieved more tangible progress than any other major city in the country.

Another major item in Dallas' 1958 prospects is the biggest hospital construction program the city has ever experienced. Contracts have been awarded and construction started on a \$6,000,000 addition to Dallas Methodist Hospital; and a \$4,000,000 addition to Baylor University Hospital. St. Paul's Hospital is preparing for a fund-raising campaign this spring to match monies available from other sources in the construction of a new \$10,000,000 St. Paul's Hospital at an entirely new location.

A Long Range Water Survey Committee, created by the City of Dallas, assumed the responsibility for blueprinting a plan for development of water resources which would provide

(Continued on Page 20)

CONSTRUCTION IN THE HEART of downtown Dallas thrills both visitors and residents of the city. Among steelwork now going up are The Ervay Building, left, Southland Center, center, and the Baptist Annuity Building, right.



Dallas Economy Dons Seven League Boots

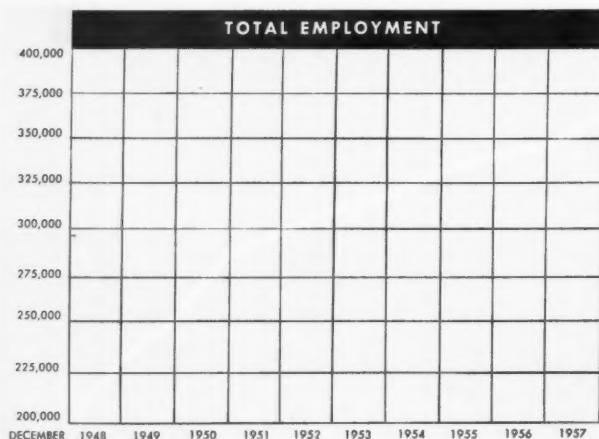
Marked Increases in Population, Employment and New Business Show Steady Growth of Dallas and its Metropolitan Area Since 1950

In the past seven years, since 1950, Dallas and its Metropolitan Area has experienced one of the biggest growth periods in its history as documented in the table on the opposite page and by the employment charts below.

During the period, estimated population in the Metropolitan Area increased by 245,200 or by 41.6% with 32,500 or 13.3% of the gain coming in 1957.

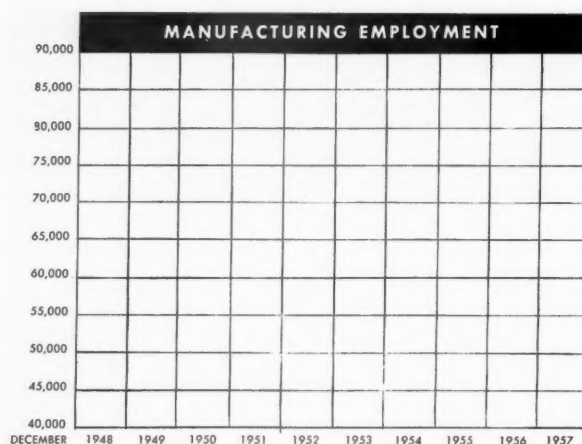
An increase of 67,300 in the number of employed workers during the seven year span included 29,600 new factory jobs — a gain of 50.3% which is a rate of manufacturing growth unexcelled by any area in the Southwest. During 1957, total employment increased by 9,995 workers including 1,755 new factory jobs.

Two of the most spectacular gains in the 7 year period were a 172.8% increase in the consumption of electricity by industry and a 128.2% increase in the number of airline passengers enplaned at Love Field.



Other huge increases included a 77.7% gain in bank debits, a 61.5% gain in bank resources, a 114.0% gain in pounds of air mail, a 65.2% gain in postal receipts, a 68.3% gain in industrial natural gas consumption, a 55.3 % gain in number of motor vehicles registered.

Dallas County's population is now estimated at 860,000 people, a sharp jump from 1950's total of 614,799. Today's population figure keeps the Dallas Metropolitan Area "on



SHARP INCREASES in Dallas' total employment and manufacturing employment from 1948 to 1957 show the area's steady growth throughout the decade.

schedule" with the population growth forecast made in 1953 by the Bureau of Business Research of the University of Texas. By 1960, forecasters predict 928,000 people in Dallas County.

New residents coming to Dallas during 1957 alone accounted for an estimated 15,500 increase, and natural increase — births over deaths — was responsible for an estimated 17,000.

The corporate area of the city was increased by only some two square miles — to 238 — during the past year, but the city's area has more than doubled since 1950.

It is interesting to note that with the tremendous population increases over the past seven years, motor vehicle registrations have gone up over 60% and the number of telephones in use has more than topped the 50% increase mark. Consumption of natural gas is almost up to 70% over what it was seven years ago.

In all, Dallas is growing by leaps and bounds. With plans already carefully drawn for its expansion in the next decade and beyond, the business and economic outlook for the city and its metropolitan area in the future remains high — and for sound reasons — expectant.

BUSINESS AND ECONOMIC TREND OF DALLAS AND ITS METROPOLITAN AREA 1950 - 1956 - 1957

	1950 (7 Years Ago)	1956 (1 Year Ago)	1957 (Current Year)	Per Cent Change	
				From '50	From '56
Population (Dec. 31)					
City of Dallas	434,462*	621,500	641,900	47.8	3.3
City Plus 4 "Island" Cities	473,225*	666,500	686,900	45.2	3.1
Dallas Metropolitan Area†	614,799*	827,500	860,000	41.6	3.9
New Business Concerns — Total	1,166	909	1,210	3.8	33.1
Manufacturers	92	70	74	—19.6	5.7
Employment — Total (Dec.)†	286,485	343,790	353,785	23.5	2.9
Manufacturing Employment†	58,870	86,715	88,470	50.3	2.0
Bank Clearings (add 000's)	\$ 14,451,332	\$ 22,672,477	\$ 23,679,236	63.9	4.4
Bank Debits (add 000's)	\$ 15,204,638	\$ 25,580,204	\$ 27,016,545	7.7	5.6
Bank Deposits (Dec. 31) (add 000's)	\$ 1,362,256	\$ 2,202,580	\$ 2,089,439	53.3	—5.2
Bank Resources (Dec. 31) (add 000's)	\$ 1,472,334	\$ 2,457,461	\$ 2,377,466	61.5	—3.3
Sav. & Loan Assn. Deposits (Dec. 31)	N.A.	\$183,763,993	\$221,534,424	N.A.	20.5
Construction Contract Awards — Total†	\$162,345,000	\$185,830,000	\$176,616,000‡	8.8	—5.0
Residential Building†	\$115,001,000	\$ 98,754,000	\$102,890,000‡	—10.5	4.2
Non-Residential Building†	\$ 47,344,000	\$ 87,076,000	\$ 73,726,000‡	34.6	—15.3
Dollar Value Building Permits	\$144,262,629	\$140,972,508	\$140,457,342	— 2.6	— 0.4
Postal Receipts	\$ 13,044,551	\$ 20,594,725	\$ 21,546,184	65.2	4.6
Air Mail Originated (lbs.)	782,095	1,550,522	1,673,508	114.0	7.9
Consumption of Electricity (KWH) — Total (add 000's)	932,136	2,182,608	2,346,103	151.7	7.5
Industrial (add 000's)	193,057	495,092	526,729	172.8	6.4
Consumption of Natural Gas (Cu. Ft.) — Total (add 000's)	41,098,853	66,183,591	68,391,046	66.6	3.3
Industrial (add 000's)	27,916,680	45,891,586	46,948,415	68.3	2.3
No. of Electric Meters (Dec. 31)	146,275	201,920	210,040	43.6	4.0
No. of Water Meters (Dec. 31)	131,239	186,197	191,511	45.9	2.9
No. of Gas Meters (Dec. 31)	147,976	199,062	203,675	37.7	2.3
No. of Telephones (Dec. 31)†	236,794	345,253	367,706	55.3	6.5
Motor Vehicle Registrations — (Total)†	258,179	404,068	419,377‡	62.4	3.8
Passenger Carst	208,499	324,857	338,253‡	62.2	4.1
Commercial & Farm Vehicles†	49,680	79,100	81,124‡	63.3	2.6
No. of Air Express Shipments:†					
Received	62,499	92,278	86,116	37.8	—6.7
Dispatched	40,012	55,655	56,409	41.0	1.4
Airline Passengers Enplaned†	442,450	994,871	1,009,591	128.2	1.5

* 1950 U. S. Census figures as of April 1, 1950.

† Includes all of Dallas County. Other data except No. of Telephones cover the City of Dallas and its four "island cities" — Highland Park, University Park, Cockrell Hill and Fruitdale. Number of telephones includes Duncanville, Farmers Branch, Grand Prairie, Hutchins, Mesquite and Richardson in addition to Dallas and four "island cities."

‡ Construction contract awards for 1957 are estimates based on data through November. Motor vehicle Registrations for 1957 are estimates based on figures through January 10, 1958. The 1957 registration year ends March 31, 1958.

Resources

Cash and Due From Banks	\$249,405,389.84
U. S. Government Securities	100,113,175.88
State, Municipal and Other Securities	16,331,126.28
Stock in Federal Reserve Bank	2,610,000.00
Loans and Discounts	436,488,195.09
Bills of Exchange and Commodity Loans	19,744,819.53
Bank Building and Equipment	24,970,331.91
Acceptances — Customers' Account	27,963,000.00
Other Assets	1,128,942.65
TOTAL	\$878,754,981.18

Liabilities

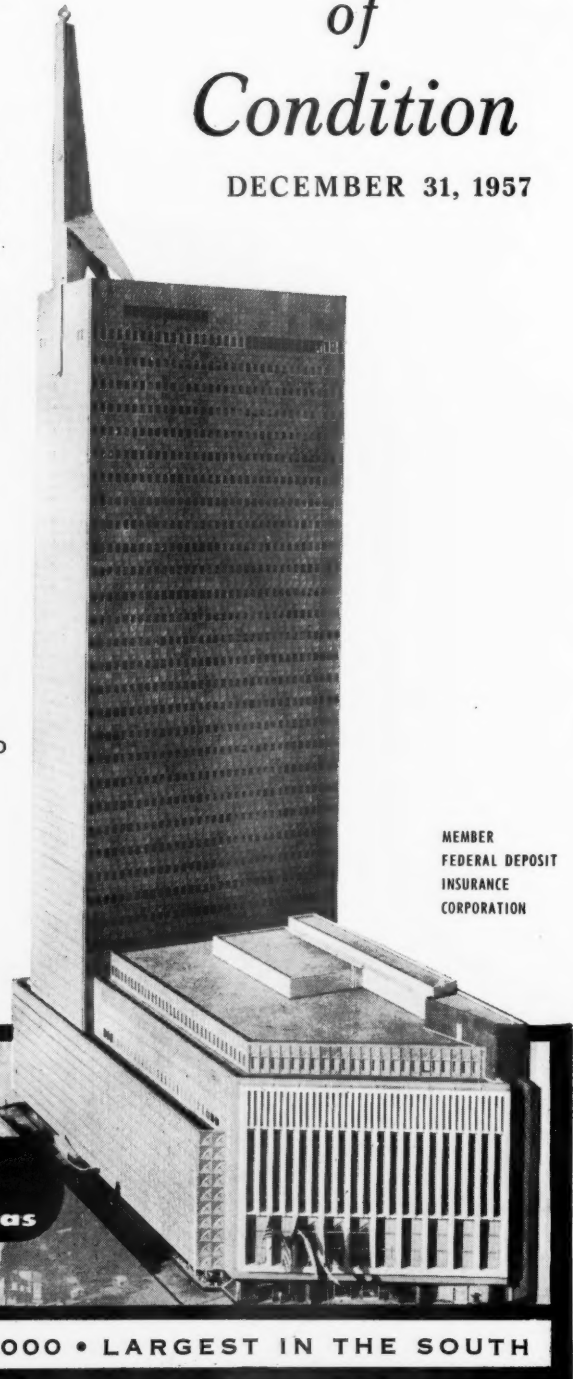
Capital	\$ 35,771,400.00
Surplus	51,228,600.00
Undivided Profits	3,749,127.62
Reserve for Contingencies	11,695,117.39
Reserve for Taxes, Etc.	6,192,057.23
Acceptances — Customers' Account	28,635,000.00
Deposits:	
Individual	\$506,192,698.33
Banks	222,066,175.29
U. S. Government	13,224,805.32
TOTAL	\$878,754,981.18

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Statement of Condition

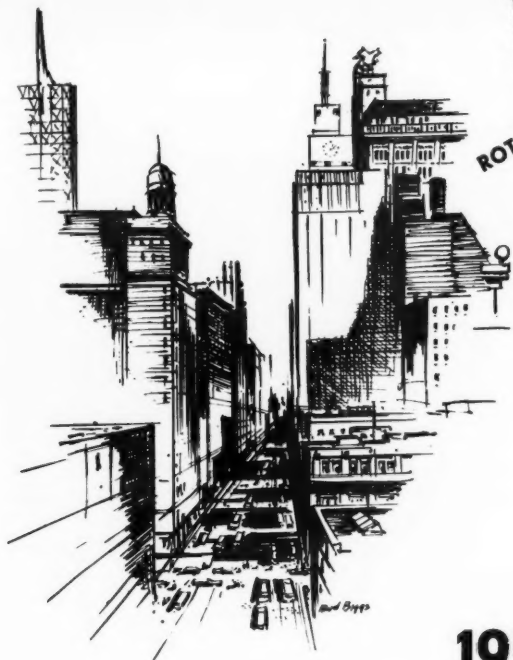
DECEMBER 31, 1957



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1958 Promises Convention Boom

RURAL ELECTRIC COOPERATIVE ASSOCIATION

GREATER DALLAS FASHION MARKET

ADVERTISING FEDERATION OF AMERICA

ASSOCIATION OF GENERAL CONTRACTORS OF AMERICA

Biggest in the entire history of Southwestern Cities, 1958 will provide another record-breaking convention year for Dallas. A record number of 68 national and international conventions, including some of the most important in the nation, are booked for the coming year. Visitors attending these conventions, trade shows, sales meetings and scheduled markets will spend an estimated \$30,000,000. This sets up another bright spot on the Dallas business horizon for 1958.

This total will easily surpass Dallas' 1957 convention expenditures of \$22,750,600 brought in by 421,300 visitors who attended 2,538 conventions, trade shows, sales meetings and cooperative markets. This estimate is based on a conservative outlay of \$18.00 per day per capita and on an average stay of three days for each convention, trade show or marketing event.

Among some of the top flight national and international conventions scheduled for Dallas in 1958 are Rotary International in June and the American Dental Association in November. These conventions will each bring upwards of 11,000 visitors to Dallas. The American Academy of General Practice in March will bring 6,000 and the National Rural Electric Cooperative Association in February will bring 5,000.

While big conventions take the spotlight, the recurring markets held in Dallas each year bring thousands of visitors.

A prime example of this is the Greater Dallas Fashion Market which brings 6,000 visitors to Dallas four times each year. In addition to personal expenditures, these visitors literally spend millions in Dallas trade channels. The rise of Dallas as one of the nation's leading furniture markets is reflected in the thousands who come each year to attend furniture markets.

Size alone does not reflect the value of an individual convention to Dallas. In June the Advertising Federation of America Convention will focus national attention in the advertising profession on Dallas. The Associated General Contractors of America Convention in February will bring the nation's leaders in the construction industry to Dallas. The Aviation Division of the American Society of Mechanical Engineers and the American Rocket Society Convention in March will tie in with one of the prime facets of the national defense effort and the American Association of Well Drilling Contractors in September will focus attention of the oil industry on Dallas.

Major conventions such as the Air Force Association in September, which will bring 3,000, also carry with them tremendous exhibits that will tax the facilities of the new Dallas Memorial Auditorium. The same is true with the American Warehouseman's Association Convention in March, the American Water Works Association in April, the Southwest Metal Congress & Exposition in May and the Printing Industry of America in October.

Dallas Chamber Names Officers for 1958

J. Erik Jonsson, president of Texas Instruments, Inc., has been re-elected president of the Dallas Chamber of Commerce for 1958 by the Board of Directors.

L. T. Potter, president of Lone Star Gas Company, has been re-elected vice president for 1958 and two new vice presidents have been elected: W. C. Windsor, Jr., president of Windsor Properties, Inc., and Avery Mays, owner of Avery Mays Company. J. D. Francis, executive vice president of the Mercantile National Bank, has been elected treasurer, and the following officers have been re-elected: J. Ben Critz, vice president and general manager, and Paul Carrington, national counselor. Andrew W. DeShong has been reappointed assistant general manager.

Mr. Jonsson came to Dallas in 1934 when the headquarters of Texas Instruments' predecessor company, Geophysical Service, moved from Newark, N. J. A native of New York, he is a graduate of Rensselaer Polytechnic Institute with a degree in mechanical engineering.

Mr. Jonsson's past activities with the Dallas Chamber of Commerce include service on the Petroleum and Aviation committees. He is chairman of the Board of Trustees for the Graduate Research Center of Southern Methodist University; former chairman and now a member of the Advisory Committee for Pilot Institute for the Deaf; and chairman of the Board of Trustees, the Hockaday School.

Mr. Potter, a graduate of Texas A. & M. College, has also been active in civic affairs. He is president of the Dallas County Community Chest and is a director of the Greater Dallas Planning Council, Dallas County Red Cross, Boy Scouts of America Circle Ten Council, the Better Business Bureau, the Adamson High School Scholarship Fund, Goodwill Industries and the East Texas Chamber of Commerce.

He is a member of the Cotton Bowl Council, Council of Social Agencies and the Board of Trustees of Methodist Hospital, and is a director of the Dallas Zoological Society.

Mr. Windsor a native Texan, is a graduate of the University of Missouri. He is a member of the Board of Trustees for the Graduate Research Center at S.M.U., the Hockaday School and the Dallas Health Museum. He is Texas vice president of the Southern Association of Science and Industry, and is a member of the boards of directors of the Dallas Symphony Orchestra, the Salvation Army, Texas Good Roads Association, Greater Dallas Planning Council, Texas Psychiatric Foundation and the Trinity Improvement Association.

Mr. Mays, a general contractor and developer, came to Texas from Alabama as a small boy. He has taken part in numerous civic activities. Past president of the Oak Cliff Chamber of Commerce, he also served as president of the Dallas Home Builders Association, which he represented as a director of the National Association of Home Builders.



J. ERIK JONSSON



L. T. POTTER



W. C. WINDSOR, JR.



AVERY MAYS



J. D. FRANCIS



J. BEN CRITZ



PAUL CARRINGTON



ANDREW DeSHONG

He is a member of the Board of Directors of the Greater Dallas Planning Council, the Urban Renewal Committee of the City of Dallas and the Mayor's Master Plan Committee. He is a member of the Kessler Park Methodist Church, where he is official board chairman, trustee and a member of the Building Committee. He also serves as president of the Board of Trustees for Methodist Hospital.

Mr. Francis, a native Texan, has been with the Mercantile National Bank for more than 30 years. His civic activities include membership in the Association of Reserve City Bankers, Texas Mortgage Bankers Association, Mortgage Bankers Association of America, Dallas Real

Estate Board and Circle Ten Council, Boy Scouts of America.

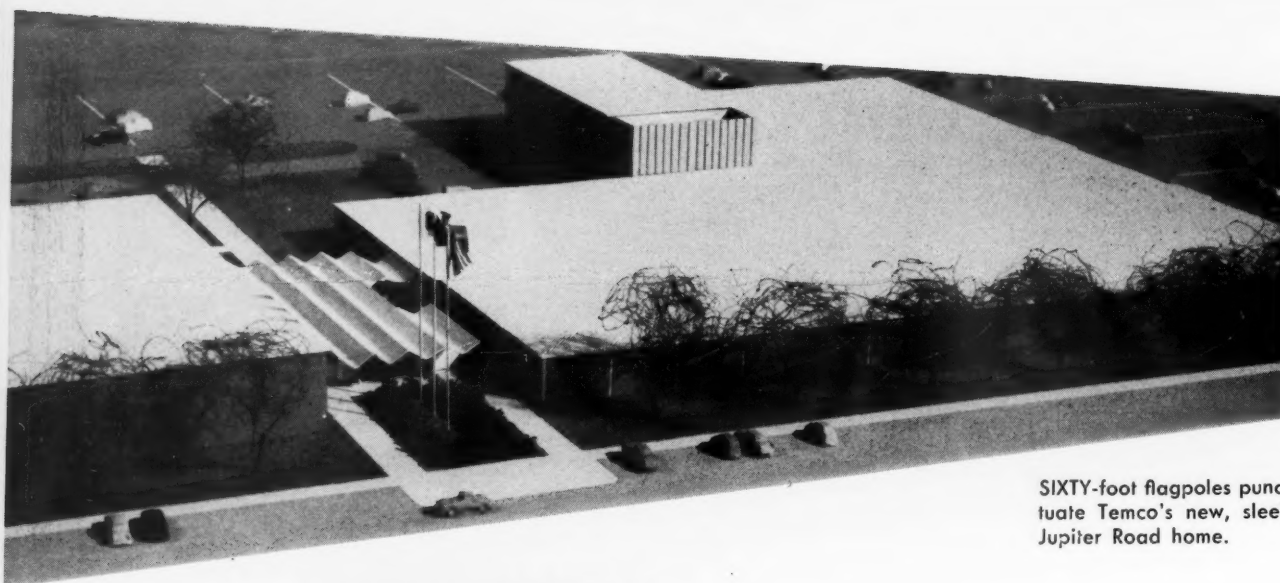
He is also active in the Rotary Club, Scottish Rite, Trinity Valley Masonic Lodge, Hella Shrine Temple and First Community Church of Dallas.

J. Ben Critz, a graduate of the University of Texas, has been vice president and general manager of the Dallas Chamber of Commerce since 1930. Prior to that date, he was mayor of Highland Park, 1928-1930; president of the Dallas Cotton Exchange, 1928; president of the Dallas Country Club in 1929, and was active in the cotton business from 1914 to 1930.

Attorney Paul Carrington, a former

president of the Dallas Chamber of Commerce has also served as president of the Texas Association of Commerce and president of the East Texas Chamber. He has been nationally prominent in legal and business affairs and has served as national councilor for both the Boy Scouts of America and YMCA.

Andrew W. DeShong, assistant manager of the Dallas Chamber of Commerce and secretary of its Aviation Committee, has been in his present post since 1953. However, he has served with the Chamber of Commerce twice before: as publicity director and editor of Dallas Magazine from 1936 to 1941 and as industrial manager from 1945 through 1947.



SIXTY-foot flagpoles punctuate Temco's new, sleek Jupiter Road home.



Temco Grows From Scratch To Major Manufacturer

Temco Aircraft Corporation's occupancy of its new general headquarters building at Garland is a milestone focusing attention on the 12-year-old company's rapid rise into the ranks of the country's major aircraft and missiles manufacturers.

The move into the 100,000-square-foot corporate headquarters which is joined to the company's new 100,000-square-foot Engineering Center, marks the first time that Temco has actually had a home to call its own.

And, even more significant, is the story behind Temco, a "home-grown" industry which started from scratch at the lowest point in the aircraft industry's postwar trough—a time when even long-established manufacturers were having a hard time and few people had the hardihood to venture into the business.

Temco's history begins with two men: Robert McCulloch and H. L. Howard,

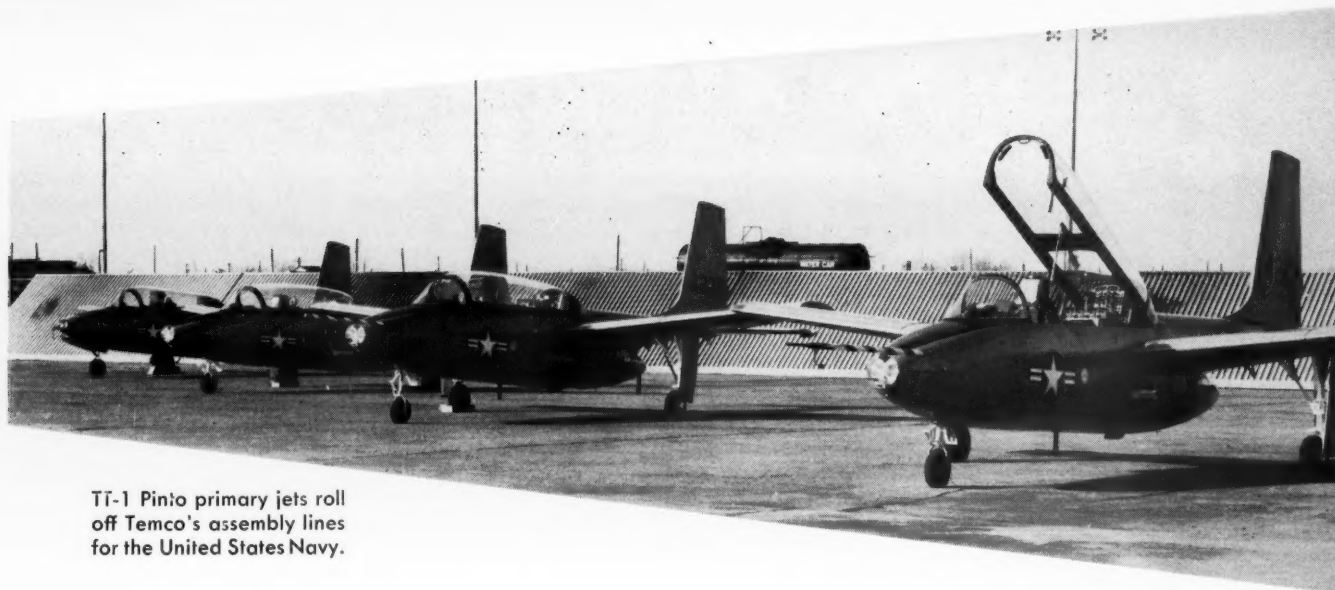
who were employed by North American Aviation.

McCulloch began his career as a boy, working in the Scottish shipyards on the River Clyde during World War I. He got into the aircraft industry when the shipyard began building floats for seaplanes. He came to America to work for the old Fokker Aircraft Company, which later merged with Berliner-Joyce at Baltimore. When North American was organized by General Motors and acquired B-J, McCulloch moved from Baltimore to Los Angeles with North American. He served as factory manager of North American's home plant; left the company for two years to head Vultee Aircraft's Nashville division; returned to North American as quality control director with supervision over the California, Texas and Kansas divisions; and then came to Dallas as manager of the Texas division.

H. L. Howard was Division Comp-

troller of North American at the close of World War II. The company, after the V-J Day cancellation of all its orders, said there was no business in sight to justify its continuing operations at Dallas (where 39,960 people had been employed in the NAA plant at wartime peak, and where more than 20,000 fighters, bombers and trainers had been produced during the war). North American turned the tremendous Hensley Field facilities back to the Defense Plant Corporation and concentrated its work in its company-owned Inglewood, Calif., plant.

McCulloch and Howard decided they did not want to go back to California. They looked at the record of the Dallas plant, which showed that the Texas men and women employed there had set national production efficiency records on each of three types of airplanes. (Comparative manhours-per-pound-of-airframe costs, compiled by the War Production



TT-1 Pinto primary jets roll off Temco's assembly lines for the United States Navy.

Board, showed that the Dallas plant had produced the trainer cheaper than any training plane had been produced; had produced the fighter cheaper than any fighter plane had been produced; and had produced the bomber cheaper than any 4-engine bomber had been produced — anywhere in America). They looked at the 2 million-plus square feet of the A and B plants at Hensley Field, and felt they offered facilities superior to those of most manufacturing plants in the country. In short, they liked Dallas, and decided to stay here.

They came to the Dallas Chamber of Commerce, and outlined their hopes of establishing a company to make at least partial use of the fine plant facilities North American was vacating. The Chamber felt their dream had substance. It called a meeting of the presidents of Dallas banks. McCulloch and Howard were put in touch with sources of risk capital. From a \$10,000 investment here, a \$25,000 investment there, McCulloch and Howard got together the capital they needed, negotiated a lease with Defense Plant Corp. on a portion of the A plant, and announced they were in business. Plenty of the former North American workers — supervision as well — flocked to the new company. A subcontract with the Fairchild Airplane Company was obtained. Temco shelled the woods for business — vending machines, assembly of tractors, any kind of work which would utilize its facilities and provide a livelihood for its employees.

After several years of struggle, Temco's big opportunity came when the Russians blockaded Berlin. The U.S. undertook the historic airlift which defeated the Russians' strategy. Temco became the principal maintenance base for airlift airplanes. Many an airplane landed on the Temco ramp, direct from the Berlin shuttle run, full of coal dust, to be overhauled and put back in condition to continue mercy operations for the blockaded Germans. Temco emerged as one of the corporate heroes of the Berlin blockade — its reputation as an aggressive, hustling company, with lots of ingenuity and production know-how, well-established.

As the company grew and prospered, it remained diversified. It took on more military overhaul and reconditioning jobs. It rebuilt World War II fighter planes needed for the Korean conflict. It became a major subcontractor for Lockheed, Boeing, McDonnell and other prime manufacturers on their top-priority new designs.

It acquired facilities of old Majors Field, an abandoned Air Force base at Greenville. It spread out into its Hensley Field, Garland and Greenville operations.

It established its own engineering department, and began working on its own designs. In design competition, it received a contract to build the TT-1 primary jet trainer; it received a contract to build a target drone; and it received a contract to build an air-to-surface missile.

Financed entirely by Temco, it built the engineering center at Garland, and then built the general office headquarters at Garland.

Move of the corporate offices to Garland releases a portion of the A plant at Hensley Field for the use of Chance Vought; Temco retains the remainder of the A plant for its manufacturing operations there. It also has manufacturing operations at Garland, and its overhaul, maintenance and TT-1 flight testing at Greenville.

Departments started moving into the new headquarters late in December. When the move is completed there will be approximately 3,000 Temco employees in the Garland Industrial Complex. This will make Temco the largest single employer in Garland and it will continue to be the second largest industrial employer in Dallas County. The company will retain its Dallas mailing address (P.O. Box 6191).

Together, the Engineering Center and the headquarters building will accommodate approximately 1,300 persons.

While the headquarters staff and engineering center will be at Garland, about half of Temco's total employment of approximately 8,000 persons will continue to work at the Dallas-Grand Prairie facility and other locations in Dallas.

Both of the new Garland buildings were designed by Dallas architects E. G. Hamilton and George Harrell and were built under supervision of Carpenter Brothers of Dallas, general contractors.

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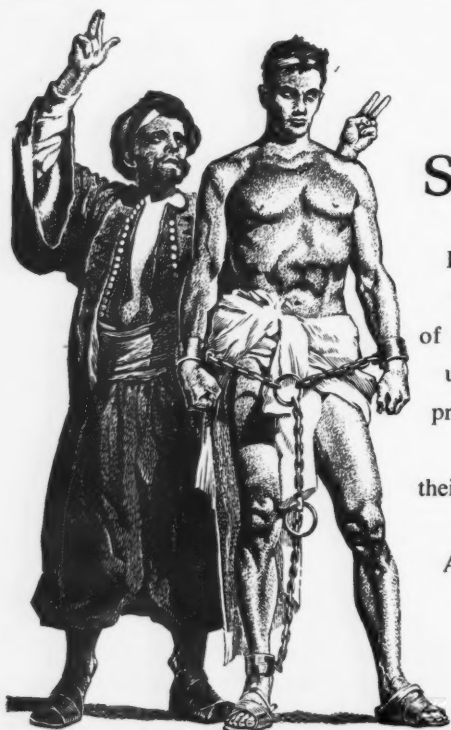
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In 350 B.C. Antimenes, a Rhodian who was in charge of the roads around Babylon under Alexander would, for a premium of 8 drachmas a year, insure the owners against their slaves running away. Many slaves were registered and Antimenes is said to have amassed a fortune from the slave insurance business.

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Dallas Plans Ahead

(Continued from Page 11)

safe margins for Dallas' anticipated growth. The Committee has charted a step-by-step development program to meet Dallas' projected needs through the year 2000. The first phase of the program, a contract between the City of Dallas and the Sabine River Authority for construction of the \$20,000,000 Iron Bridge Reservoir, to be financed entirely by the City of Dallas, was approved by the taxpayers of Dallas in 1956. The final contract for construction of the Iron Bridge Dam was awarded late in 1957. Engineering plans are now being prepared for the pumping station, pipe line and water treatment plant which will bring Iron Bridge water into Dallas. These phases of the project will represent an additional investment of some \$20 millions by the City of Dallas.

When the Iron Bridge supply becomes available to Dallas in 1962, the City of Dallas will have a daily safe yield of 293 million gallons of water, compared with the present safe yield of 133 million gallons per day.

Meanwhile, engineering studies are progressing on possible future reservoir sites which the City of Dallas may develop in the longer-range phases of the program. These include a site on the East Fork of the Trinity River, below the present Lake Lavon; the Aubrey site on the Elm Fork of the Trinity; the Roanoke site on Denton Creek; and the Blackburn Crossing site on the Neches River. These additional, potential reservoirs would provide an estimated safe daily yield, during a critical drought period, of some 280 million gallons of water, and would bring Dallas' total supply to a safe daily yield in excess of 570 million gallons, even during a critical drought period.

Indicative of the consciousness of metropolitan area unity, which is a tangible factor in Dallas' sound civic health today, is the fact that the City of Dallas has based its long range water supply program on the total requirements of Dallas County, rather than upon the narrower concept of the central city's own needs. With its present resources, the City of Dallas is supplying water to a majority of the 28 incorporated areas within the Dallas Metropolitan Area, comprising Dallas County.

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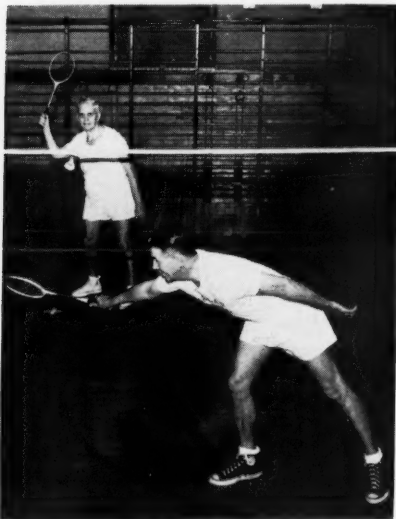
RECREATION

YMCA Accents Over-Forty Fitness Program

Ponce de Leon has nothing on us for coveting the fountain of perpetual youth.

But there is a difference. For all his heroic efforts, the old adventurer wound up with nothing but his name in the history books. While we have actually lengthened man's life span.

How, explain, then, despite statistics about man's increasing longevity, that so many men in their prime are contracting the dread heart and circulatory diseases?



KEEPING FIT with tri-weekly badminton games at the downtown Y are F. M. Love, left, age 71, and J. Bryan Edwards, 58.

These terms have come to strike terror to all hearts. Why, in our frantic fear, have we forgotten that exercise, performed regularly and sensibly, is an excellent preventive?

Man was not designed to be a sedentary creature, and with inactivity comes a variety of conditions that result in early deterioration. Dr. Paul Dudley White, specialist who treats Eisenhower, advocates regular exercise, and for the person who can take it, vigorous exercise.

Also Dr. Thomas K. Cureton, nationally recognized authority and director of the Physical Education Research Laboratory, University of Illinois, Urbana, has this to say:

"Few people realize that sedentary living brings about gradual shrinking and obliteration of the capillaries in the heart muscle, in the lungs and in the muscles. This alone makes them less functional and less responsive..."

"It has been very impressive to see how

men and women above 40 years of age have been able to improve their fitness by taking up physical training. It has led me to believe that the time when the human race most needs physical training is after 40 years. Even at this age, it leads to better balance, flexibility, agility, strength and endurance. The latter is highly related to good blood flow and good condition of the heart and blood vessels.

"Exercise is not a specific cure for disease but it certainly has a generalized preventive effect if systematically pursued."

That these are basic truths is also the conviction of Johnny Campbell, director of the Health Club at the Downtown YMCA in Dallas.

In his 30 years there, he recalls scores of men, 40 years old and up, who have remained active and expert at calisthenics and a wide variety of sports. Right now there are some 500 to 600 men, forty years old and older, who regularly go to the Y for exercise and relaxation. There are many 60 and 70, who still enjoy vigorous games, swims and gym activities.

Most of these men, says Campbell, have exercised regularly throughout their lives. Favorite pursuit of this over-40 group is paddleball. But also very popular are swimming, general calisthenics, weight lifting, handball, volleyball, basketball, badminton, squash, judo, barbells and others.

Some men, preferring not to be so vigorous, find great relaxation in steam baths, electric cabinet boxes, body massage, infra-red and ultra-violet lamps, sun lamps and, even, just the siesta room.

There is no question but that we can, most of us, keep fit into our fifties, sixties, seventies and even beyond, Campbell says, but exercise and relaxation are imperative. It is important, too, to keep in touch with our physicians and limit our enthusiasms to our capacities. In cases where exercise has been neglected for many years, it is still possible to resume it, but KEEPING fit is much the easier and better way.

Chairman of the Health Club committee at the Y is Ben H. Lewis. Serving with him are Harry Miller, Herb Jones, Al Meyer, David Paxton Smith, Jack H. Johnson, Louis (Bill) Sparkman, Jr., John Hendrey III, John Fox Holt, Ed Blount, Raymond M. Lawler and E. J. Wacker.

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Chamber's Highest Membership Goal Is Topped

New membership records and the presentation of annual awards were the highlights of the Dallas Chamber of Commerce Membership Committee's 1957 Awards Luncheon, held January 9 at the Baker Hotel.

The Committee reported that it has surpassed its 1957 goal of 2,700 with a total of 2,753 new memberships recorded during the year. This total set a new rec-

ing: first place, Section 4, Vice Chairman James W. Layne, 425 memberships; second place, Section 8, Vice Chairman Ralph Breum, 360 memberships; and third place, Section 7, Vice Chairman John C. Wantland, 339 memberships.

Jerome K. Crossman, past president of the Chamber in 1954 and 1955, received the "Top Hand Award" for 1957 for sponsoring 323 memberships, and a special

Mr. Ryan and W. C. Windsor, Jr., will serve as co-chairmen of the Membership Committee for 1958.

Automobiles

DORAN LINCOLN, INC., 1715 North Akard; Edward F. Doran (John Smith)

CHUCK HUTTON COMPANY, Ross & Akard Sts.; C. E. Hutton, Joseph A. Pillar and T. H. Hutton (M. M. Brohard, Jr.)

Real Estate

OFFICE BUILDING MANAGERS, INC., 205 Mercantile Sec. Bldg.; Rolf J. Gilboe (J. T. Mayfield)

ERNEST H. GERDES, 6405 Pemberton Drive (Bob Richards)

Individual

LYNN LANDRUM, 1507 Seevers (Andy DeShong)

ROBERT L. BOWLING, 10005 Lakesdale Dr. (Joe Murray)

HENRY O. JONES, JR., 168 N. Chevy Chase, San Antonio, Texas (M. M. Brohard, Jr.)

J. E. ROSELAND, GEORGE DAHL CO., 2101 N. St. Paul (Roger Ringler)

WM. MCGREW, GEORGE DAHL CO., 2101 N. St. Paul (Roger Ringler)

HARRY STITSKY, 1135 Dragon (Joe Glickman)

Radio

ASSOCIATED BROADCASTERS, INC., P. O. Box 534 (15); Stuart J. Hepburn (N. M. Brohard, Jr.)



FELIX HARRIS, chairman of the Membership Committee for 1957, receives a scroll for "meritorious work" from Chamber President J. Erik Jonsson (left). Right, Vice Chairman of sections which brought in largest number of new memberships hold President Jonsson trophies (L. to R.): Jim Layne, Section 4; Ralph Breum, Section 8; and Jack Wantland, Section 7.



ord by breaking the Membership Committee's 1956 record of 2,443 new memberships.

Felix Harris, Committee Chairman, remarked: "We are proud of the fine work of these 100 dedicated committee members and of their important part in building a greater Dallas for all of our present and future citizens."

Chamber President J. Erik Jonsson presented President's Trophies to the follow-

award went to John J. Hospers, runner-up with 218 memberships. Mr. Hospers also received the annual award for "Most Valuable Committeeman for 1957," and M. M. Brohard, Jr., was runner-up.

Mr. Jonsson presented a plaque to Associate Chairman N. W. Ryan and a scroll to Chairman Harris for "meritorious work in leading the Membership Committee to its record-breaking total in 1957."

COMMITTEEMAN OF THE MONTH

Committeeman of the month for the last month of 1957 was Norman Rothman, who has been in Dallas just barely two years.

A native of New York City, Norman was graduated from New York University, School of Business Administration and Pace Institute, School of Marketing and Sales Promotion.

From 1939 to 1955, he was a member of the Men's and Boys' Wear Industry, steering merchandising and public relations policies of Lord and Taylor, Brown-King and Buddy Lee Stores in New York, Boys World Stores in Chicago and the Johnnie Walker Stores in Milwaukee.

In January, 1956 he came to Dallas to become the Southwest Public Relations Director for the CITY OF HOPE, National Medical Center.

A member of the Public Relations Society of America, he recently opened his own public relations and merchandising firm here, Southwest Associates.



NORMAN ROTHMAN

LOOP 12 ANIMAL CLINIC, 3609 North Buckner Blvd.; Dr. W. E. Davenport (J. I. Jordan and Jim Henderson)

Retail

SCHWARTZ MEAT COMPANY, 1501 South Pearl Exp.; Julius Schwartz (James Henderson)

SEWING MACHINE & APPLIANCE CENTER, 3224 Knox; L. T. Pattillo (Jack Clark)

TIE RACK, 1407 Commerce; Edward P. Flanagan (John Smith)

WADLEY PIANO & ORGAN COMPANY, 1207 Elm St.; Brookin N. Wadley, Jr. (Arthur Stern)

LAKE HIGHLANDS PHARMACY, 720 North Buckner Blvd.; O. L. Maynard (S. T. Trawick)

McSHAN FLORIST, 10311 Garland Rd.; Lee A. McShan, Jr. (Jack Wantland)

TOWN & COUNTRY SHUTTERS, 6920 B. Harry Hines Blvd.; James B. Renfrow (David Chambliss)

AL'S SEAT COVERS, 2324 North Beckley; Al Munoz (Joe Murray)

BROOK MAYS MUSIC COMPANY, 1005 Elm; William C. Everitt and George E. Cowand (John Horton)

SOUTHERN MICROFILM CORPORATION, 4922 Greenville; Jim Reid (M. M. Brohard, Jr.)

WEAVER OFFICE MACHINES, 1417 Pacific; S. J. Weaver (Vince Rohloff)

Wholesale and Distributors

MacRAE-SMITH COMPANY, P. O. Box 35113; Doug F. MacRae (John Leedom)

REYNOLDS METALS COMPANY, P.O. Box 35184; Robert S. Edwards, W. R. Wilkerson and Lloyd Haggard (Jack Hospers)

THE DAYSAM COMPANY, 106 North Carroll; Sam Rey (M. M. Brohard, Jr.)

THE FAIR JOBBING CO., 1322 Marilla; Irving Goldsobel (Jim Henderson)

VILBIG CONCRETE COMPANY, 2147 Inwood Rd.; J. W. Vilbig, III (S. T. Trawick)

COOL-RAY COMPANY, INC., 1635 Quadrangle; Ken Ray (Staff)

JACUZZI WHIRLPOOL BATH, 6033 Berkshire Ln.; Norma Henderson (Staff)

FLOORING DISTRIBUTORS OF TEXAS, INC., 1336 Crampton St. (7); Roy P. Moore (John Smith)

MOUNTAIN IRON & SUPPLY CO., Fidelity Union Life Bldg.; Allen A. Staub (R. L. Percival)



NAT RYAN congratulates Top Hand awardee Frank Adams of Lambert Landscape Company and his sponsor, O. P. Corley. Right, Mr. Ryan receives a plaque from President Jonsson for his work as Committee Associate Chairman last year.



JOE JUNIORS, INC., 405 N. Griffin; Sam Fruhman (Joe Glickman)

RICHDALE MANUFACTURING CO., INC., 5052 North Westmoreland; William S. Cahill (Jim Layne)

Manufacturing and Processing

SOUTHERN SPARK PLUG REBUILDERS, 2343 Beatrice; R. V. Phipps (Robert Greenwald)

Service, Business and Professional

DYE TRUCKING COMPANY, P. O. Box 5688; Tom Dye, Jr., (Jim Henderson)

SUPERIOR GLASS COMPANY, 2927 Oak Lawn; Jerry Martin (Ed Hord)

Revaluation

(Members increasing their investment in the Dallas Chamber.)

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CAMPBELL'S BINDERY
CENTRAL AIRLINES

J. R. GRAY COMPANY, INCORPORATED
HARPER & KEMP
H. B. MEYER & SON



ANOTHER TROPHY for his collection is Jerome K. Crossman's special "Top Hand Award" for 1957 when he sponsored 323 new memberships.



TOP HAND AWARD winners at the December luncheon included (L. to R.): Bob Greenwald, Goodwill Industries; Bob Richards and sponsor, L. L. Waller of the Fidelity Union Life Insurance Co.; R. L. Percival and sponsor, Harry Bass Sr., Harry Bass Drilling Company; Norman Rothman, Southwest Associates; sponsor Dale Berry and Stewart Trawick of Berry Brothers Machinery Company; Life Member Edward Souza; and John D. Mitchell, Collins Radio Company.



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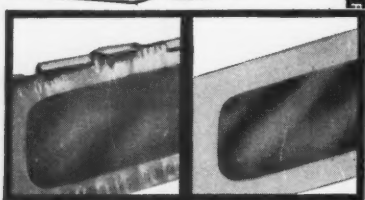
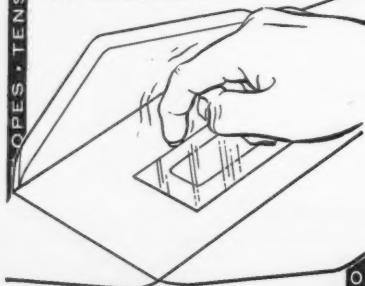
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To make test—tear open window envelope and spread flaps. Try to get fingernail under window seal as illustrated.



Ordinary Window

Tension Solid-Seal

Left: An ordinary window envelope won't pass the test. Your fingernail snags the unglued outer edge and pushes it up. Result—real stuffing problems when inserts snag on window!

Right: Your fingernail won't loosen the window on a Tension Solid-Seal because the window seal is smoothly and completely glued to the very outer edge. And because no excess glue is exposed, the body of the envelope can't stick together. No snags on meter equipment either.

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Window Envelope Passes the "Fingernail" Test Every Time!

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BOOKS FOR BUSINESSMEN

The President's recent illness and its economic consequences have made us all more conscious of the stock market and its effect on the total economy. It is becoming increasingly evident that in a nervous market, serious fluctuations are often caused by stockholders stampeded into a panicky selling spree because of lack of confidence in their own knowledge of the market.

An excellent new book for the beginner who wants to do some serious study of the stock market is Henry Gellermann's **How to Make Money Make Money**. While it is packed with facts about the workings of the market and contains much practical advice, it is written in an informal narrative style that makes it easy and pleasant reading. It also contains an excellent set of appendices including a glossary of terms, a list of ticker-tape symbols, and a chronology of events from 1935 to 1955 which had a strong effect on the market.

Of interest, also, is a newly revised edition of Louis Engel's popular book **How to Buy Stock; A Guide to Making Money in the Market**.

Operation Success by Quentin Reynolds is a collection of stories based on sketches presented on the television show "Operation Success" during the last three years. It is stories of how young men and women, with ingenuity and courage, have gone into business for themselves and made a success of it. The book gives no magic formula for success—for no two of the stories are alike—but should give the enterprising young man some new ideas.

To help small and medium-sized retail stores perform their own "operation success" we have a new edition of C. H. McGregor's **Retail Management Problems**. In reference to the increasing competition in retailing, the author says: "... those who enter the field today and in the future as independent store operators must be better qualified and more capable than their predecessors." The major problems such a business might face are presented through the use of detailed examples of what actual stores did when faced with these circumstances. The examples illustrate many types and sizes of retail stores.



A. Rowden King's **Real Estate Selling Aids** contains the latest information on real estate advertising and sales promotion. It is more informative than most similar books and the chapters on display advertising are particularly good. Of interest, also, is a chapter on the use of the telephone and sound recording in a real estate office.

For the student of business history we have a new book that is a "must:" **Cornflake Crusade** by Gerald Carson. It is the fantastic story of how new foods developed and promoted by food faddists and religious fanatics in Battle Creek, Michigan, were taken up by far-sighted men and developed into the great companies which have changed the eating habits of the world. Names figuring prominently in the book are the Kellogg brothers who gave us the Kellogg cereals, C. W. Post who gave us Post Toasties (as befitting their religious background, Post Toasties were originally called Elijah's Manna!), and Sylvester Graham of graham cracker fame.

Since good simple books on bookkeeping are so much in demand, a new one is always welcome. **Clerical Bookkeeping**, edited by Enos C. Perry, is for a beginning course and is simple enough to be read and understood by the lowliest clerk.

A staff member of Harvard University's Russian Research Center, Joseph S.

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Berliner, has written an engrossing study of the Russian system of factory production called **Factory and Manager in the USSR**. The book, based primarily on interviews with refugees from Russia, is the first detailed study of the Russian production system. The picture painted by the refugees is startlingly different from that gained from reading Russian publications. Of particular interest are stories of ingenious means used by Russian factory managers to circumvent the strangling mass of rules and regulations and still meet their production quotas. It is a scholarly study and well worth reading in view of recent revelations of Russia's technical advances.

A new book called **Statistics** by W. Allen Wallis is of particular interest because it is a successful attempt to write a more interesting textbook in this field. Written in a non-textbook style, it is interspersed with examples taken from famous statistical studies, the daily press, advertisements, and even some taken from the Kinsey Report.

*

Every month seems to bring another business book by a Dallas businessman. The latest is a second edition of an excellent text, **Commercial Credit and Collection Practice**, by Watrous H. Irons, President of the Federal Reserve Bank of Dallas.

*

Other new editions of popular business books are:

The 5 Great Rules of Selling by Percy H. Whiting (Revised Edition).

College Accounting by J. F. Sherwood (6th edition).

Montgomery's Auditing by Norman J. Lenhart (8th edition).

Personnel Management Principles and Practice by C. H. Northcott (3rd edition).

by Sam G. Whitten

Science and Industry Department
Dallas Public Library

Art by Ruth Anderson

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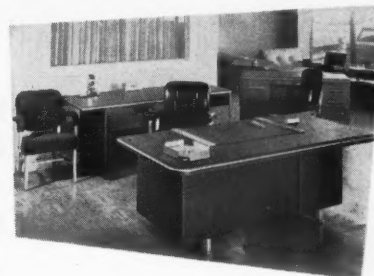
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Women in BUSINESS

by Jim Stephenson



Susie Coleman

Don't blush, Mr. Hoblitzelle, Mr. O'Donnell and Mr. Adams, but Susie told us some right nice things about all of you.

To top off her tributes, Susie declared: "I've got the three handsomest bosses in Dallas!" Now, how about that?

It struck us during an interview with Miss Coleman, gentlemen, that you have one of those rare jewels, the perfect secretary. Said Susie:

"I live my work — the people I work with make my life."

It was obvious that Susie was in love — had been in love for a long time — with Interstate Circuit, Inc. Of "Boss" R. J. O'Donnell, "Mr. Show Business" himself, Susie said:

"Talk about your keen minds! Name any film. He can tell you what the picture grossed, town by town, theater by theater. He can even tell you what actor played the minor role in a movie made 30 years ago. It's amazing! And he has a heart as big as a building."

Of "Boss" Karl Hoblitzelle, Susie said: "Working with the Hoblitzelle Foundation (Susie is its secretary, too) has been the greatest inspiration of my life."

"I tell my friends, 'Interstate Theaters is my bread and butter; the Hoblitzelle Foundation is the frosting on my cake.'"

Of "Boss" John Q. Adams, descendant of a couple of Presidents, who is vice president of Interstate and also managing

director of the charitable foundation set up in 1942, Susie said: "He does a marvelous job."

Susie had praise, too, for Lynn Harris, Mr. Hoblitzelle's personal secretary, and others in the office. And she expressed her love and admiration for every member of her own family, a closely knit group if ever you saw one.

"Dad (S. T. Coleman) is 78," she said, "and still going strong. Not a gray hair in his head." (Dad Coleman owns and operates the City Cab Company in Irving.) Susie informed us proudly that she holds a 2-way radio operator's license.

Susie's mother is partially disabled after a fall. We gathered that her devoted daughter gives much time and thought to Mrs. Coleman's welfare and comfort.

The parents and Susie and a widowed sister, Mrs. Tilla Lindsey, all live at 401 East Seventh Street in Irving. Tilla is a realtor, and you might guess that Susie, interested in all family affairs, also acquired a realtor's license somewhere along the way.

Susie and Tilla, neither a college girl, have "adopted" Southern Methodist University and root for the Mustangs. They saw SMU beat Notre Dame in South Bend in 1951.

"I live in my blue jeans at home," confided brown-eyed Susie, a smartly dressed 5-foot 92-pounder when you see her in

Interstate's tastefully decorated offices on the fifth floor of the Majestic Building.

"I love to cook — do all the grocery shopping and meal planning for the family."

That's Susie, doing for others. And she'd rather talk about her family and associates than herself. We did, however, gather some pertinent facts about this delightfully dedicated woman in business.

She grew up in Bartlesville, Okla., and finished high school (including shorthand and typing) there, then went to work, furthering her education, on the job, from then on.

(A Film Row secretarial post introduced her to Interstate in 1940).

She's president of the Dallas Chapter of Executives' Secretaries, Inc., and she has arranged for Feb. 18 to be "Interstate Night."

In May Susie will attend the group's national convention in Seattle. (While in that vicinity she'll visit her brother, Travis Coleman, and do a little fishing. Travis is in the boating business, at Yakima, Washington.)

Right now Susie, a charter member of Women of the Motion Picture Industry (WOMPI), as Gal Friday to the Interstate bosses, is an important cog in machinery that has been set in motion to get people back into the pleasant habit of seeing "fresh" movies, downtown.

"Going on fifty"



"Going on fifty" is a significant time of life . . . for people . . . and for companies.

For people it is generally regarded as a notable milestone in years . . . a time for reflection on the accomplishments of the past and plans for the future; a time when we are reminded that our span is a year greater.

For companies, "going on fifty" is significant, too, but in a vastly different way. It is a milestone in years, but years which have been and must continue to be new thresholds to a boundless span.

And so it is with Southland Life Insurance Company, now in its fiftieth year of service to people . . . policyowners and their beneficiaries, stockholders, and to the general public which it is privileged to serve in many worthwhile ways.

In these years, Southland Life has grown to the position of the fifteenth largest publicly-owned (stock) life insurance company in the United States with over \$1,165,000,000 of insurance in force and assets of over \$207,500,000.

Today, Southland Life provides insurance protection for more than half a million American families.

Southland Center

In our fiftieth Anniversary year, we look forward to the completion of Southland Center. This home office building, in the heart of downtown Dallas, will provide a fully-integrated business center containing more than 1,500,000 square feet of floor area.

Included within the structure will be the ultra-modern 42-story Southland Life Tower, the 28-story Sheraton-Dallas luxury hotel tower, and a complete shopping and retail center. Five below-ground levels will provide space for a 2,500-car daily capacity garage. Foundations are included in present construction for the future addition of another office tower of 32 stories.

We pay tribute to the agents, employees, stockholders, policyowners and friends who have contributed so much to the growth of Southland Life and the realization of our dreams for a great Southland Center.



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DALLAS • JANUARY, 1958

Dallas Students Show High Interest In Science, Well-Rounded Education

At a recent meeting of the Dallas Board of Education a discussion of significant import to almost all people today was underway.

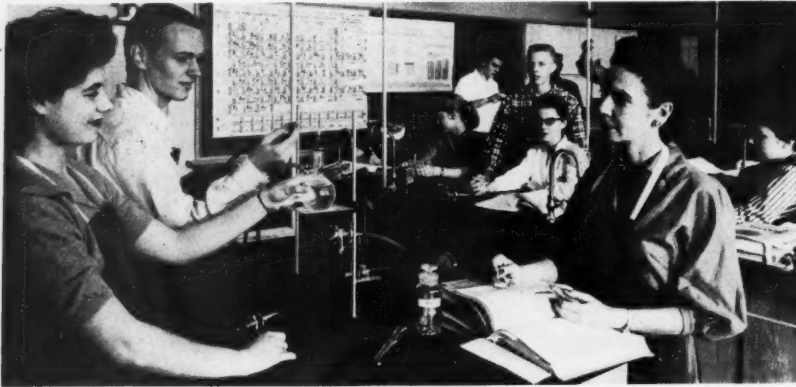
Are Dallas schools doing all of which they are capable in giving youngsters vital background in science and mathematics?

The discussion was prompted by the suggestion of a political organization that

(1) Parental help is needed. Schools can furnish advanced subjects, teachers and equipment but they cannot force the students to take the subjects that are over graduation requirements.

(2) People must have confidence in their professional educators.

(3) From comparisons with other cities, and figures on Dallas students and



AT THOMAS JEFFERSON High School, as well as other schools throughout the City's Independent School System, a high percentage of the students choose science courses and take advantage of excellent laboratory facilities and top instruction.

a 100-man committee be named to study Dallas' school curriculum.

Results of this, it was suggested, might show the need for a re-evaluation and a revising of the curriculum.

In the board members' discussion, several important thoughts were voiced.

their studies, Dallas is thought to at least equal — and in some cases, excel — the record of other cities.

Actually Dallas school administrators are constantly surveying the curriculum and making changes and advances wherever called for.

"That's been done all along. It wasn't brought about by Sputnik," School Supt. W. T. White has commented.

He added too, "I don't think Dallas is behind any school system in America that has a cosmopolitan population.

"We have education for all of the children. We have some communities that have a higher ratio of prospective scholars than do other communities within the city.

"We cater to the fullest educational growth of all the children in all the communities in our district."

Although the accent and outcry has been toward the education of the bright student, White notes, "We are not going to neglect anybody.

"Every child is entitled to the best schooling we can give him."

The superintendent pointed out that students of high aptitude "will be encouraged to do a wider range of subjects and a more extensive and more thorough job of learning than would be expected of some of the other children.

"On the other hand these other children will be guided toward the fullest development of which they are capable."

In the big push for more education for the bright students White has urged that "We need to be calm in our appraisal.

"I am not worried about the caliber of our best students."

To put all the emphasis on science and mathematics would be unfair. "It would be a mistake to pour all in the same mold.

"That is not what has made America great."

At the same time Dallas officials are

"Have Space

...Will Store"

TEXAS DELIVERY WAREHOUSE RI 8-4444

Education

seeing to it that the bright students don't "go hungry."

Beginning this past September, a system-wide program of "high academic aptitude" classes was put into operation.

Purpose of the plan was to separate the brighter students in each class so that their instruction could be intensified.

Future plans were to inaugurate a system of "honors" subjects — advanced courses that would allow a student on successful completion to get freshman college credit in the subject.

Dallas officials have already made known that the plan has been working even better than expected in its first months of operation.

It has been so successful that a few of the "honors" courses will be offered at the beginning of the second term.

White estimates that some 300 youngsters will be involved in the advanced mathematics courses, which will be the first to be offered in the honors group.

"Practically all (of Dallas high schools) will have some sort of advanced math course," declared the superintendent.

Plans now are to introduce advanced physics courses as honors subjects when the 1958-59 school term opens.

As for the program, White declares, "I'm perfectly pleased. However that doesn't mean we're not going to improve and add to what we've done."

"There has never been a time when students of high aptitude didn't have available a high caliber type of work and likewise there never will be a time when every child will not have available to him — in keeping with his own interest and aptitude — as much as he can perform and profit from."

Figures on current enrollment of Dallas students and the courses they are taking in science and mathematics are termed "encouraging" by school officials.

Of the 6,854 10th grade students, 62 per cent are enrolled in Geometry 1 and 2 courses. (It was pointed out that these must have had Algebra 1 and 2 in junior high school since these are prerequisite subjects.) The 62 per cent presents a total of 4,310 students now taking the geometry courses.

In the 11th grade 1,982 of the total of 5,021 students enrolled are taking Algebra 3 and Geometry 3. This is 39 per cent.

Out of the 3,833 12th grade students, 1,059 or 27.6 per cent are enrolled in trigonometry or Algebra 4 courses.

A total of 2,077 10th grade students are taking Biology 1 and 2 courses. This

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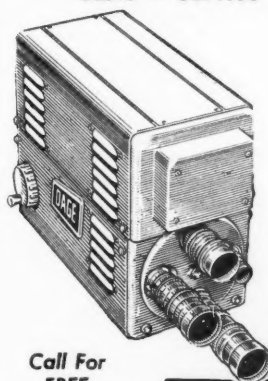
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Education

represents 33 per cent of the 6,854 enrolled.

Forty-three per cent of 2,169 students are in Biology 3 and 4 classes. In Chemistry 1 and 2, 1,510 students are enrolled for a percentage of 30. These are both on the 11th grade level.

A total of 1,059 students are now taking Physics 1 and 2 courses, on the 12th grade level. This is 26 per cent of the senior class.

It was pointed out, however, by schools officials that the science figures cannot be entirely accurate since there is some overlapping of enrollment among the two top grade levels.

(The units required for graduation from Dallas high schools are as follows:

(Three in English; one in American history; one in world history; two units in math—one in general mathematics and one other; one unit in upper grade science—physics, chemistry or biology 1, 2, 3 or 4, or general science 3 and 4;

(Physical science and health are taken continuously. ROTC may be substituted for this—however, not more than two of the 17 units required for graduation can be counted.

(Remainder of the requirements are made up of "electives.")

Statistics brought out by officials point up the fact that students are not all making up their requirements by choosing "soft" elective subjects.

Of the 2,904 graduates last June, 580 took both chemistry and physics (either, but not both is required); 333 took more than two sciences; 929 had three units of math (one more than required); 756 took four units of math (all that is offered); 1,869 had all four units of English (one above requirement); and 414 had Latin (which is not required for graduation).

It has been pointed out that the "solid" subjects are not restricted to the upper grades.

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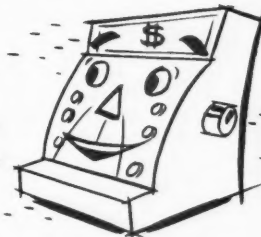
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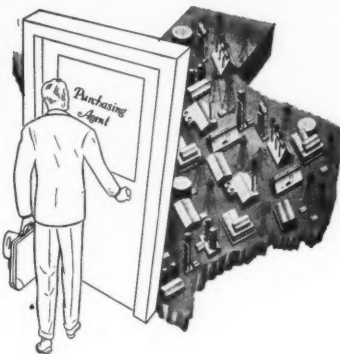


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Dallas world trade NEWS

Exchange Brings Cotton World to Dallas

The interest of Dallas in world trade is not of recent date. Pioneers of the city early realized the importance of world markets for one of the basic products of the area.

Cotton was first identified with Dallas in 1851. It was in this year that the first cotton gin was erected in the county. Only 22 bales were turned out in this year. These were sent on their way to markets distant from the city. Actually, they were sent out via the Trinity River.

In the 106 years since that historic date, Dallas has become one of the great cotton centers of the world, and from time to time the world's largest market for the all-important cotton fiber.

With the development of the rich blacklands surrounding Dallas, and the tremendous improvement in transportation and communication facilities, Dallas by the early 1900's had begun to vie with New Orleans, Memphis, Vicksburg and other Mississippi Valley markets in importance as a marketing center for this money crop of the Southland.

As rail service and farm lands improved, the local cotton buyer became a vital factor in the industry — and as time passed, the local buyer became a skilled merchandiser, capable of providing an always ready market for the cotton farmer, and able to meet the exacting needs of the world's cotton mills.

By 1907, Dallas had become such a center for the cotton buyer-shipper that members of this group formed the Dallas Cotton Exchange, together with the supporting elements of the cotton shipping business: future brokers, foreign exchange dealers, foreign buyers' representatives and insurance specialists.

At the outset the Exchange was composed of 22 members. This group continued to grow in importance, and in

1926 constructed the present multi-story Cotton Exchange Building. It now houses the largest segment of the complicated yet efficient cotton merchandising industry to be found under one roof anywhere in the world. Memberships in the Dallas Cotton Exchange are currently valued at a higher figure than memberships in any other exchange.

Today there are 42 cotton shippers in the Dallas Cotton Exchange and their activities in the world cotton market make Dallas the leading cotton export market of the world. Many of these shippers export exclusively, while others engage in selling for both the export and domestic market for this wonder fiber.

Due to government acreage controls and other factors, the exchange is now handling a volume of better than 1½ million bales per year, but has at times handled well over 3½ million bales per year.

Many of the members of the Dallas Cotton Exchange have organizations extending from coast to coast, with selling offices in principal mill centers. These cotton merchants handle a substantial percentage of the Mexican cotton crops, as well as those of the United States.

The annual volume of business is in excess of \$500,000,000. The membership is providing a real and important market for the American farmer, and at the same time, efficiently meeting the exacting requirements of cotton mills the world over.

Karl G. Hunt, Executive Vice-President and Treasurer of the Dallas Cotton Exchange, has been with the Exchange for over 30 years, and has been associated with its growth in importance in the world cotton market. Mr. Hunt is a member of the World Trade Committee of the Dallas Chamber of Commerce.

Total membership in the Dallas Cotton

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Exchange is now 130, representing various divisions of the cotton marketing profession.

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

IMPORT OPPORTUNITIES

MEXICO — Cubetas Monterrey, S.A., Guerrero Norte Num. 1357, Apdo. 1370, Monterrey, N.L. Mexico. Mexican firm seeking wholesalers interested in handling their hardware articles.

FRANCE — Th. Fabre, 17, Rue Saint-Antoine-Du-t, P. O. Box 22, Toulouse, France. Manufacturers of chamois leathers for cars or garages seeking agent or importer for this product.

CONSULADO DE COLOMBIA — Consulate of Colombia, Houston, Texas. Seeking importers in this area for cotton, silk, and woolen textiles; ceramics; woods and building materials; pharmaceutical products, medicinal plants and balsams; leather goods of all types; silverware and souvenirs, etc.

JAPAN — Yoshinaga & Co., Ltd., No. 1-1 Chome Asakusabashi, Taito-Ku, Tokyo, Japan. Firm seeking importers of music boxes of wood.

HOLLAND — Zelandia, P. O. Box 447, Rotterdam, Holland. Export firm in Netherlands seeking agency for sale and distribution of their metal inlay rubber covered conveyor belts.

EXPORT OPPORTUNITIES

GUATEMALA — Marco Tulio Tello, P. O. Box 1408, Guatemala City. Firm desirous of obtaining representations of manufacturers of this area for distribution in his country.

BELGIUM — Egmal, 37 Ave. Leopold III, Heverle-Louvain, Belgium. Belgian firm wishes to represent Dallas manufacturers and distributors.

PORTUGAL — Joao Correia, Rua Da Rosa 252-20, Lisboa, Portugal. Commercial agent seeking to represent manufacturers and suppliers of Dallas in his country.

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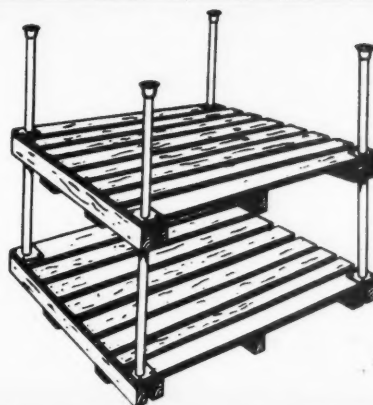
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TRANS-TEXAS AIRWAYS was the first to move its reservations office into the new multi-million dollar Love Field terminal. The spacious new facilities will serve as the Central Reservations Office for Trans-Texas' entire airways system.

Love Field Opens Shining New Doors to Dallas

At one minute after midnight on the morning of January 20, the facilities of Dallas Love Field's new \$7,500,000 terminal were turned over to the full use of the world's air travelers.

Transfer of operations from the old terminal to the new facilities was accomplished smoothly, with a minimum of inconvenience and confusion.

The final departure from Dallas Love Field's old terminal, a Braniff DC-7 flight to New York, was made at 11:59 p.m. January 19. A minute later, the front doors of the building were locked for the first time since it was first opened in October, 1940.

In the 17 years that the old terminal has served Love Field, it is estimated that

some 48 million persons used its facilities. More than 16 million of these were Dallas-generated passengers. The other 32 million in the estimated total of 48 million were through-passengers whose planes stopped at Dallas en route to points of destination; friends and relatives of the Dallas-generated passengers; and casual visitors.

The new terminal is approximately six times the size of the old terminal. All of its facilities are commensurate with Dallas' rank as the eighth largest air traffic center in the United States. The terminal's gates accommodate 26 DC-7 type aircraft simultaneously. Its main lobby is 150 feet wide by 185 feet long; it has seating accommodations for approximately 450 persons; six airlines serving Dallas Love Field have a combined total of 360 lineal feet of ticket counters; the terminal's coffee shop seats 200, its restaurant seats 300.

Dallas Love Field's new terminal embodies numerous pioneering features for the convenience and comfort of air travelers. Among them are two-way moving sidewalks, which reduce walking distances between the terminal lobby and aircraft loading gates by approximately 275 feet in each direction; an electronically-operated conveyor, to speed up baggage deliveries to inbound passengers; canopies at the front of the building to provide weather protection for incoming and outgoing passengers; a roofed sidewalk the length of the parking lot to provide weather protection between the terminal doors and parked automobiles; and electronically-controlled automatic doors. The terminal is a single-level operation, as far as the traveler is concerned; and is completely airconditioned from front doors to loading gates.

The City of Dallas held dedication ceremonies for the nearly-completed terminal last October 24, with 16 airline presidents and 8 North American managers of foreign flag lines in attendance. The dedication visitors included the Director General of Civil Aviation in Mexico; the Deputy Minister of Transport and the Director General of Air Services of Canada; as well as the Administrator of the Civil Aeronautics Administration and the Chairman of the Civil Aeronautics Board as representatives of the United States government.

Southwest Airmotive, Inc. has leased the old terminal from the city of Dallas, at a rental of \$50,000 net annually, as

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Opening of the new terminal marks completion of a major phase of the Dallas Love Field expansion program. A contract for lengthening of the North-South runway and construction of new taxiways is nearing completion, representing an additional investment of nearly \$5 millions by the City of Dallas. New bases for Braniff and Delta airlines and for Southwest Airmotive are in advanced stages of construction; and a new maintenance hangar for American Airlines, costing approximately \$1.3 millions, has been placed under contract. Total cost of the American, Braniff, Delta and Southwest Airmotive bases, all financed by revenue bonds to be amortized by rentals from the facilities, is in excess of \$10 millions.

★

Bell Receives Multi-Million Dollar Contract. A new contract for an undisclosed number of the U. S. Army's Model H-13H helicopters has been received by Bell Helicopter Corporation.

The H-13H, a three-place ship, is used by the military for training, liaison and reconnaissance. The helicopters will be built at the firm's Hurst plant.

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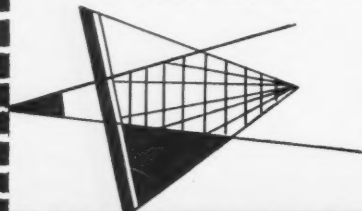
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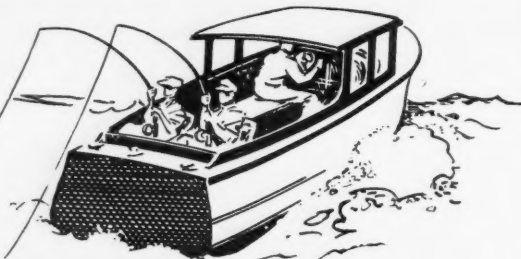
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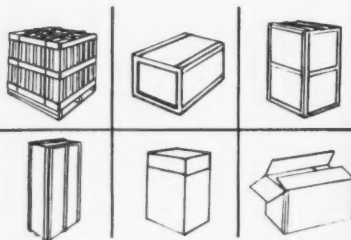
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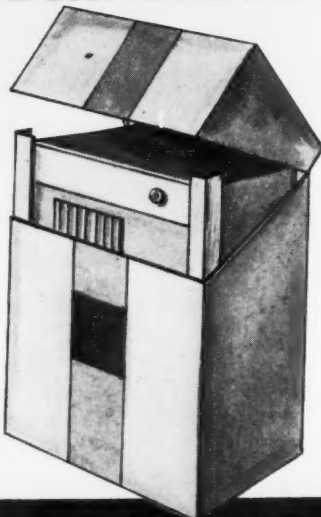
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CAA Awards Dallas Contracts

The Civil Aeronautics Administration has turned to two Dallas companies for the manufacture of radar units to be used throughout its national system. Texas Instruments, Inc., received the CAA's order for 14 airport surveillance radar units, and Collins Radio company has been assigned a new contract for microwave link installations to be used in the Administration's long-range radar program.

The \$4,691,884 ASR unit contract calls on Texas Instruments to design and produce airport surveillance radar units which will speed the flow of traffic in and out of some of the country's busiest air terminals.

With the Texas Instruments units as well as the 42 earlier models now in use, the CAA will be able to provide approach and departure control for both civil and military aircraft.

The new radar units will be of the type which has been in operation at Dallas Love Field for several years. However, the new Texas Instruments units will be of advanced design with improved altitude coverage and other superior performance features. The delivery schedule calls for the first set of equipment to be installed in approximately two years.

L. C. Elliott, regional administrator of the CAA Second Region, announcing award of the contract to Texas Instruments, pointed out that the company's ASR units will increase the safety factor in traffic control at major air terminals, as well as step up the speed and efficiency of the airports' traffic control systems.

"In addition to civil applications," he states, "terminal radar is especially important from a national defense standpoint as many airports house Air Force, Navy and National Guard squadrons as well as civil aircraft."

The new Collins Radio Company contract totals \$3,302,947 for microwave link installations which will be used to relay radar information from radar sites to CAA air route traffic control centers. The link equipment will be used where, because of critical siting problems, antenna is placed more than two miles from the control center, or where radar coverage is required over congested areas many miles away from control centers.

Under the new contract, which brings the total for the project to be produced in the Dallas plant to \$7,039,223, Collins will supply and install 15 radar microwave terminal pairs and 50 radar microwave link repeaters. It will also provide beacon back-up equipment and test equipment for the terminal pairs.

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MEDICINE

1957 Scores Medical Advances for Dallas

The year 1957 might well be called the needle era in Dallas, what with the polio vaccine and then the shots to prevent Asian flu.

Widespread vaccination seems to have paid off, too.

Polio cases reported in Dallas County by mid-December totaled only 62 for the year — compared to 106 in 1956 and 184 in 1955.

Polio was not only off numerically this year but many of the new cases were milder than those of former years.

Influenza vaccination so far seems to have averted a major epidemic, though thousands of Dallas people have kept their well-advertised date with the flu bug.

The majority felled by flu kept to their beds a few days burning with fever and aching in their bones, and felt generally weak for the first week back at work — and that was the end of it.

Many others, though, went into pneumonia to give Dallas its worst pneumonia epidemic in years.

Doctors recently have reminded influenza comes in cycles, and warned that Dallas is due a second and more fierce epidemic as winter progresses.

Medical news was made in Dallas last year in rehabilitation, hypnosis, heart surgery, ear surgery, hospital building, arthritis, even the funnies.

The Dallas County Medical Society, in a breezy change of pace for its annual banquet, presented the author of Rex Morgan, M.D., in January.

The Dallas Polio Chapter named Mrs. Lloyd R. Erwin of 1922 Lakeland Drive, mother of two who was stricken with polio in 1951, as Polio Mother of the Year for 1957.

The national president of the Arthritis and Rheumatism Foundation, Gen. George C. Kenney of New York, visited Dallas in 1957 and told of two new ex-

perimental drugs which hold promise for arthritis victims.

Major Dallas hospitals, crowded to the gills, took long steps to ease the bed shortage.

Baylor Hospital conducted a successful \$2,500,000 fund campaign to help build a new \$4,000,000 women's and children's building.

The old Florence Nightingale unit of Baylor, where thousands of Dallas citizens were born, already has been razed to make way for the new 8-floor skyscraper addition.

Methodist Hospital broke ground last fall for a \$6,000,000 addition which will more than double its size.

Gaston Hospital has nearly completed a \$900,000, 60-bed addition.

St. Paul's Hospital worked on plans for a brand-new \$10,000,000 hospital on a new site. A campaign to raise a good part of this money will begin this spring.

Dallas hospitals and health services came through the Spring tornado with flying colors, according to an official report.

The appraisal was written by Dr. Ozro T. Woods, vice-chairman of the Dallas City-County Disaster and Civil Defense Commission appointed by the City Council.

Dr. Woods' report gave credit for the good performance to years of planning before the storm.

The Dallas Society for Crippled Children's Cerebral Palsy Treatment Center, the Easter Seal agency at 2312 Oak Lawn, was 10 years old in May.

It celebrated by honoring Dr. Margaret Watkins, chief of the medical staff, whose influence has touched the lives of thousands of Texas families with afflicted children.

A few weeks after the Dallas center's 10th birthday, Dr. Watkins announced the incorporation of the new Watkins Foundation for the Handicapped.

Dallas grew as a heart surgery center in 1957. Operations inside the heart — patching holes in the heart-chamber walls while a heart-lung machine creates a temporary bypass for the heart's blood — became more commonplace as the year progressed.

Dr. Hugh Wilson of the University of Texas Southwestern Medical School told the Dallas Junior Chamber of Commerce that heart surgery is growing so rapidly

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Medicine

that "what is good today may be out-moded tomorrow. Next week we may be able to correct heart defects we can do nothing for this week."

A new antibiotic was born and was named for Dallas during the year — Dalcin — a bright yellow tablet that smells like rich earth.

This new tuberculosis pill was produced by the Upjohn Company in Kalamazoo, Mich., from a fistful of soil out of a Dallas back yard.

Psychiatry grew in Dallas in 1957. Dr. Robert Lee Stubblefield of Denver, Colo., came here to head up the University of Texas Southwestern Medical School psychiatry department. He is greatly expanding the department and its services, but warns that Dallas can expect "not a revolution but an evolution" in mental health.

A Dallas physician, Dr. William F. Ossenfort, left in August for a 6-month World Health Organization assignment in Iran. He is now teaching physicians there how to treat Iran's 1,500,000 opium addicts.

Lewis Boyd Waters, head of the Dallas medical school's department of medical art, was elected president of the International Association of Medical Illustrators, and captured the 1958 convention for Dallas.

Dallas made news at the November convention of the Southern Medical Association in Miami Beach, Fla.

Dr. Joseph M. Hill, director of the Wadley Research Institute and Blood Center here, received the SMA's research medal for his work in leukemia and other human blood studies.

And Dr. Milford O. Rouse, Dallas gastroenterologist, was named SMA president-elect.

By early December, 19 Dallas children had been rescued from deafness or partial deafness by a dramatic new ear operation.

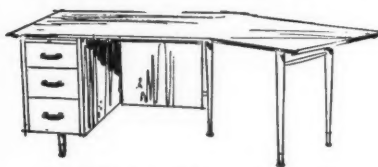
And 1957 was a milestone in one of the biggest fields of modern medicine: rehabilitation.

More and more, doctors were turning their attention to rescuing the city's thousands of handicapped persons from life's scrap heap — from dependency, pain and despair.

Goodwill Industries, which provides jobs for about 300 disabled people, dedicated a new building.

And plans are now maturing for a new \$900,000 Dallas Rehabilitation Institute, a center for integrating medical, psychological, social and job-training services for disabled people.

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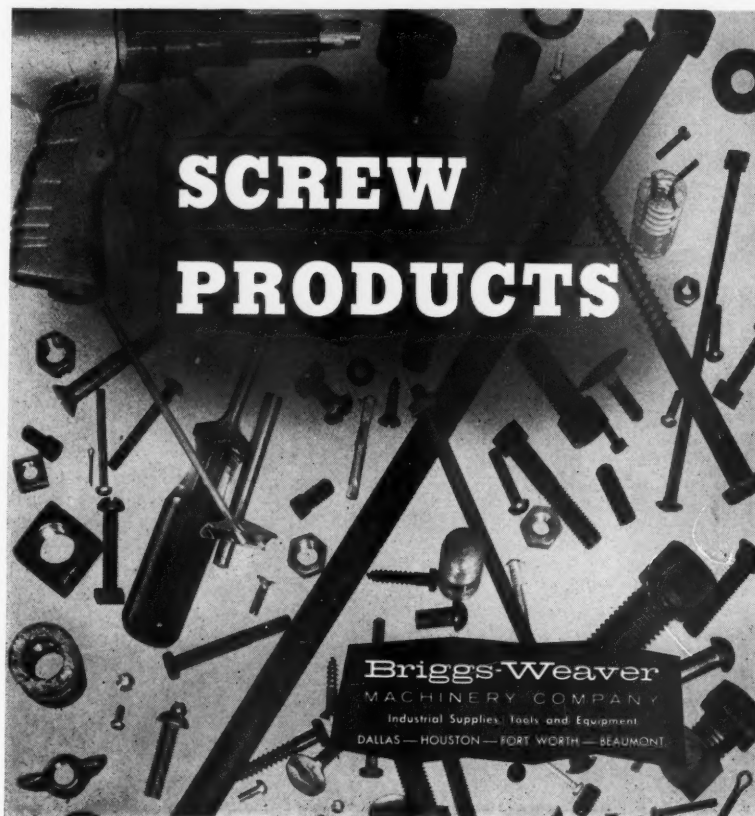
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CIVIC EVENTS

March of Dimes Keyed to 'Operation Comeback'



Mrs. Charlene Elliott is a 28-year-old career girl and housewife who knows personally the meaning of the 1958 March of Dimes "Operation Comeback — Survival Is Not Enough."

She was stricken with polio in 1946, and still wears a long leg brace on her right leg.

A total of almost \$4,000 assistance was given her through the Dallas Polio Chapter, including physical therapy, X-rays, a trip to Georgia Warm Springs Foundation for treatment and therapy, braces, and nursing care, to mention just a few.

She knows that rehabilitation is an expensive procedure, and that it is still needed by countless patients who were stricken with polio in the pre-Salk era. Each year the Dallas Polio Chapter expenses for "old patients" (carry-overs

from previous years) amounts to more than 70 per cent of total outlay.

Fred F. Florence, lifetime chairman of the Dallas Polio Chapter, expresses the conviction, though, that only poor rehabilitation is expensive. "Good rehabilitation is an economy," he emphasizes.

"We can all be proud of the physical rehabilitation work done on Dallas polio patients in our hospitals and in the home, and paid for by the March of Dimes," Mr. Florence said. In 1957 the Dallas Polio Chapter provided:

- 512 hospital out-patient treatments
- Over 5,200 physical therapy treatments in homes
- Over 5,270 days of hospitalization

In addition, there have been shoes, braces, corsets, crutches, feeders, and other assistive devices furnished to polio

patients, costing over \$9,700 for this equipment alone.

Over 85 per cent of the \$120,593.65 spent by the chapter last year was for assistance required by pre-1957 patients.

The Salk vaccine, and the vaccination program in which so many businesses and service clubs participated in 1957, dramatically reduced the number of polio cases in Dallas County. In 1957, only 62 new cases were reported, as against 116 for the previous year.

Paradoxically, however, 1957, with aid given to 317 old cases, was second only to 1953 in the number of old patients assisted, 397.

The National Foundation for Infantile Paralysis, for all its bigness, operates on a more personal level than perhaps any other nation-wide health organization.

It is personal in the direct patient assistance it renders — a service unique with NFIP. And it is intensely personal in its contact with the contributing public. Dr. Jonas E. Salk, developer of the anti-polio vaccine, credits the annual March of Dimes volunteers with playing as vital a role in conquering polio as his vaccine. "They know Salk couldn't have done anything if they hadn't raised that money," Dr. Salk declares.

★

Chest Names Potter and Johns. The Dallas County Community Chest has named prominent civic leaders to its two highest offices.

Les T. Potter, president of Lone Star Gas Company, was elected president of the board of directors at the Chest's annual meeting.

Named campaign chairman for the organization's fall drive was J. R. (Bob) Johns, general manager of Sears, Roebuck & Company's mail order division. He accepted the job at a January 9 meeting of nearly 400 civic and Chest leaders.

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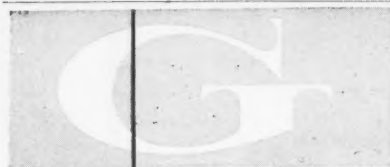
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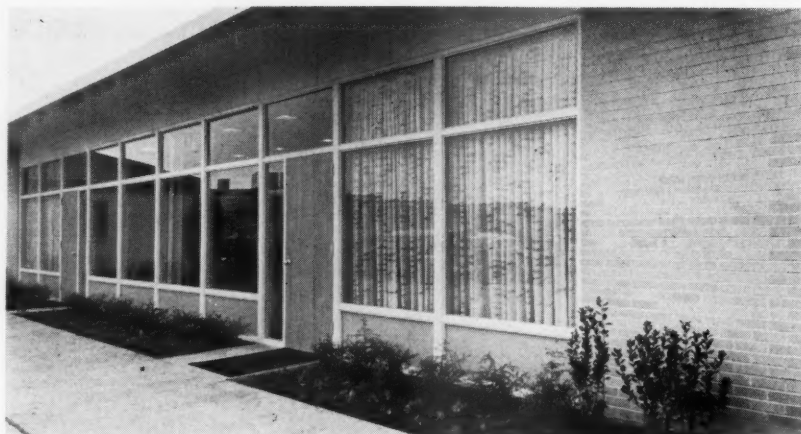
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NEW AND EXPANDING BUSINESS



NEW SHERRY LANE office building of E. B. Germany & Sons provide 3,600 square feet of space.

E. B. Germany & Sons Moves. E. Wil-son Germany and Norman G. Germany, with their father, have transferred the operations of E. B. Germany & Sons and the firm's subsidiary, Calto Oil Company, to a new, modern office building at 6130 Sherry Lane.

The 3600-square-foot masonry structure contains 15 private offices, conference room, fireproof storage for maps and files, and a photographic darkroom. A coffee bar provides a lounge and refreshment area for visitors and employees.

The move to their own new quarters marks the 36th year of operation for the Germanys. E. B. Germany, who devotes his time principally to duties as president of Lone Star Steel Company, has been active in oil affairs since 1921. He helped

pioneer early developments in East Central Texas, the Permian Basin of West Texas, and the East Texas field.

Connell Construction Company, of Dallas, were contractors for the building which was designed by Harper and Kemp, Dallas architects.

★

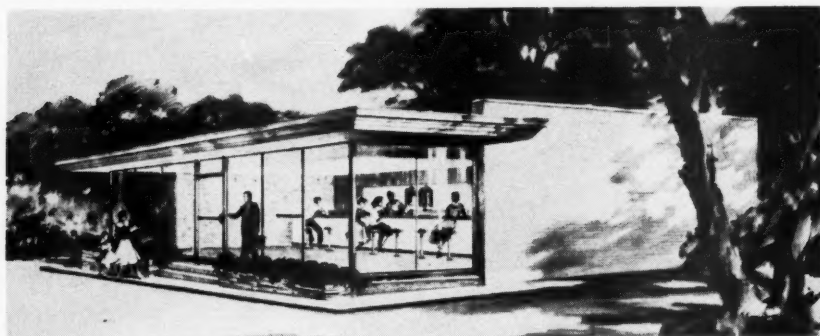
► The Farmers Branch Shopping Center, planned as a regional center to serve residents of the Greater Dallas area, will be on a 35-acre tract at the intersection of Dennis Road and Valley View Lane. When completed, it will have 350,000 square feet of store space with more than four square feet of parking for every foot of store space. Majors & Majors, Dallas realtors, have been appointed as leasing agents.



Combined-American Opens New Building

Formally opened at 2909 Oak Lawn Avenue is this modern office building of the Combined-American Insurance Company. Designed by Harwood K. Smith and Associates, Dallas architects, the new structure will be occupied entirely by Combined-American, a subsidiary of Combined Insurance Company of America, Chicago. Future expansion is provided for in additional space totaling more than 5,000 square feet.

New and Expanding Business



New Dobbs House Snack Bars Under Way

Two new Dobbs House Snack Bars are now under construction to augment the operation of the Dobbs House Company of Dallas. The new units, like the one above, are located on Royal Lane at Preston Road and on Garland Road at Jupiter. Jacob E. Anderson is architect and Bolanz and W. C. (Dub) Miller handled real estate negotiations.

► The Otis Elevator Company announced the formation of the Baker Industrial Truck Division, and the dissolution of the Baker-Raulang Company. According to M. L. Stevenson, Dallas Manager of Baker Industrial Truck, there will be no change of operation other than the addition of a new line of gasoline trucks which has been taking place since the acquisition of the Baker-Raulang Co. by Otis Elevator Company.

► Gatteys-Evans Printing, Inc., with plant and offices at 3923 Elm Street, Dallas, has been established by Al Gatteys and Paul M. Evans. Mr. Gatteys started his career in Dallas as a commercial artist, and for the past 20 years has operated his own screen process plant, Gatteys Studio. Mr. Evans has been associated with the printing industry since 1932, with most of his time for the past few years devoted to sales.

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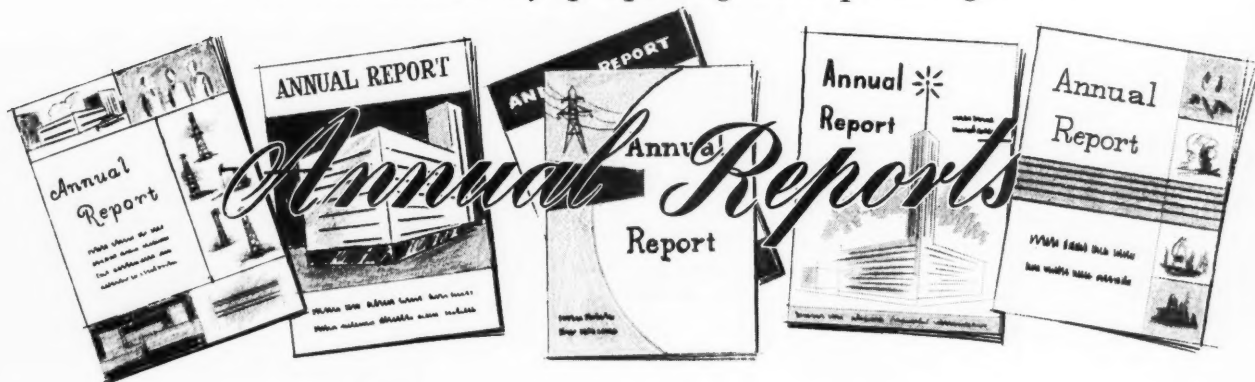
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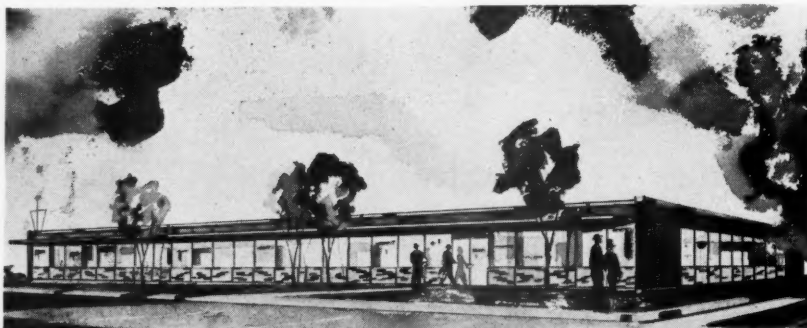
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New and Expanding Business



THE NEW \$100,000, 8,500-square-foot headquarters building of the Texas Department of Public Safety will be complete with radio facilities and modern Crime Lab. The building will have parking space for 60 cars and will more than double the department's present office space.

Public Safety Department Builds Headquarters. The new Headquarters Building of the Texas Department of Public Safety is now under construction on Northwest Highway at Yeager. Erban Realty, owners, expect the building to be complete and ready for occupancy in late March, according to Ben Tisinger, president of the company.

The building will provide headquarters for the Texas Rangers, the Highway Patrol and other department facilities for the 30 counties in the Northeast Texas Region.

Jacob E. Anderson, architect, designed the building and B. A. Ellis is general contractor. Negotiations were handled by Earl Findling of Bolanz & W. C. (Dub) Miller.

★
▶ The U.S. Disposer Company, a national distributorship for U.S. garbage disposers, with headquarters in Dallas, has been

organized by Paul Holm and David L. Patt. A Dallas regional dealership also has been formed by the two men. Mr. Holm, formerly president of H&H Home Improvement Company, plans to set up headquarters for national distribution in the Meadows Building. Mr. Patt, formerly district manager for Institutional Products Corporation, has purchased the H&H Home Improvement Company which now is known as The U.S. Disposer Company. The company, located at 5615 Dyer, will serve as garbage disposer dealer for Dallas County and Northeast Texas.

★
▶ Southwest Associates, a public relations and merchandising consultant firm, has been formed by Norman Rothman, with offices at 1708 Patterson Street, Dallas. A graduate of New York University and Pace Institute, Mr. Rothman most recently was Southwest public relations director for the City of Hope.

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New and Expanding Business—

► Dallas Transfer and Terminal Warehouse Company is one of 22 public warehouse companies which have formed a new coast-to-coast organization. Known as National Warehouse Receipts System, the association will serve 37 major marketing areas, with one of the five regional offices located in Dallas. The organization is designed to provide a uniform method of field warehousing and to insure basis for advancing money on stored merchandise.

★

► Safety Engineers, Inc., has been organized in Dallas to serve the Dallas-Fort Worth area with safety supervision and services. Offices of the new firm are at 518 West Davis in Oak Cliff, and Kirk Gregory, a civil engineer, is the general manager. Mr. Gregory, a University of Texas graduate, received his master's degree from the University of Illinois. William R. Orr, a registered structural engineer, is chairman of the board of the company.

★

► Dr. Leon Hoffman has opened an office at 608 Davis Building in Dallas, limiting his optometric practice to contact lens fitting. Dr. Hoffman holds his doctor of optometry degree from Northern Illinois College of Optometry. He has practiced optometry for 20 years and previously maintained an office in Oak Cliff.

★

► The Torrington Company, manufacturers of industrial bearings, has moved its Southwestern district offices into a new building especially constructed for the firm at 2435 Farrington in the Trinity Industrial District. A covered outside loading dock, sliding glass-aluminum doors and windows in the office space, and a paved parking lot are features of the new facility. J. L. Williams and Company are the builders, and Richard R. Brown handled the lease negotiations. John W. Casteen is district manager for Torrington.

★

► The Praetorians, for 60 years a fraternal life insurance organization, has been converted to the Praetorian Mutual Life Insurance Company. Home offices of the firm will remain in Dallas and no personnel changes are contemplated.

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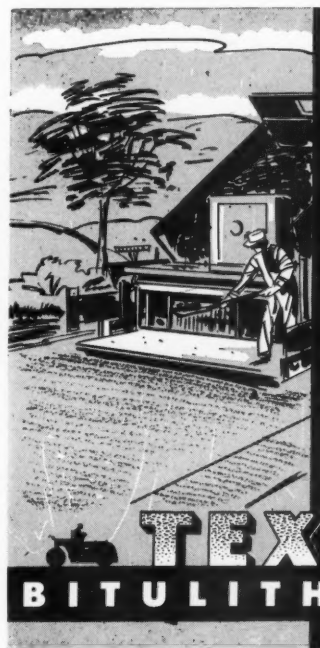
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YOUNG MEN GOING PLACES

Dr. Hugh E. Wilson

by Elery Owens

Alabama-born, Midwest-educated, Eastern-trained — and one of the outstanding young men of Texas.

That's a capsule-introduction to Dr. Hugh E. Wilson of Dallas, at 33 one of the nation's leading heart surgeons.

Several weeks ago, at a banquet in San Antonio, Dr. Wilson was honored as one of the five Outstanding Young Texans of 1957. The selection — by the Texas Junior Chamber of Commerce — was made a scant 18 months after Dr. Wilson's arrival in Texas.

It provided an opportunity to pay public tribute, for the first time, to a young doctor whose achievements in the field of cardiac surgery are well-known in the medical profession.

Most of them have been accomplished in his post as assistant professor of surgery and chairman of the division of cardiac and thoracic surgery at the University of Texas, Southwestern Medical School in Dallas. He is also chief of heart and chest surgery at Parkland Memorial Hospital.

Surgery is generally considered the most effective means of combating established heart disease, which still kills five or six times as many Americans as the next worst killer — cancer.

Dr. Wilson is in the front ranks of the fight to establish a surgical checkmate to this killer. And his contributions in the year and a half he has been at Southwestern Medical have been major ones.

He has established a research laboratory to develop new heart surgery techniques. A heart-lung machine which he

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Doctor Wilson also set up the Walking Blood Bank whose one thousand volunteer donors provide blood when the need arises.

The Texas Jaycees took these things, and others, into consideration when they honored Dr. Wilson. It was a tribute that he appreciates — but one that also produces certain qualms.

This is because of his intense belief that medical advances are not the work of an individual. Instead, he considers them the result of teamwork, in which many persons share. "Nobody gets anything done by himself," he says, "it takes a team."

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foundations, talking to individuals and local philanthropic groups.

Dr. Wilson got the money — \$120,000 that provided equipment and personnel for the cardiac surgery technique laboratory.

He believes this was possible because of a freshness of outlook that exists in the Southwest. "The people of Dallas," says Dr. Wilson, "haven't needed a couple of Sputniks to convince them that continued scientific progress is necessary."

Some of these advances may well come at Southwestern Medical.

Encouraging progress is being made on a method of replacing damaged aortic heart valves with artificial ones. They are also working on an operation for correcting a congenital condition that is the most common cause of death among infants from heart disease. Still another operation in the process of perfection would permit the gradual closing of openings in the walls between heart chambers — the only means of correcting a condition that now means sure death after a certain stage.

So the training and experience that Dr. Hugh Wilson received at the University of Michigan School of Medicine and during more than eight years of post-graduate work and specialization at several eastern medical centers are now paying off in Dallas.

But the end results spread far beyond Dallas. They are embodied in the persons who are still alive as a result of his surgical advances, with the prospect of normal lives — and the others of the future.



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The House of Tiles and Bricks, Inc., has opened its \$30,000 new and expanded showrooms and warehouse at 2618 Freewood in Highland Industrial District. The warehouse has been tripled in size and separate showrooms, totaling 1,500 square feet of space, were added for tile and for brick. W. E. Price was architect and T. H. Traller, president, was general contractor.

► The Simmons Company, New York, has opened a permanent showroom in the Dallas Home Furnishings Mart. Eight other bedding manufacturing firms that have opened showrooms in the mart include Lifetime Foam Products, Chicago; Kantwet Crib Mattresses, Los Angeles; Fort Smith Couch & Bedding, Fort Smith, Arkansas; Denison Mattress Factory,

Denison, Texas; Acme Spring, Bed & Mattress Company, Fort Smith, Arkansas; Leggett & Platt, Ennis, Texas; Pacific Bedding, Los Angeles; and Sealy Mattress Company, Fort Worth. Combined, the nine companies have leased some 24,000 square feet of showroom space. Campbell & Campbell, realtors, are the leasing agents for the mart.

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Wolf Textile Company Moves. The Wolf Textile Company has moved its headquarters to this modern, 25,000-square-foot building at 2214 Pacific Avenue. Except for its custom-made drapery facilities, the firm's warehouse, offices, showrooms, and sewing plant are now located under one roof.

Frank Wolf, president of the firm, has been in the textile business for over 25 years. He is vice-president of the Institutional and Service Textile Distributors Association, Inc., and a member of the Dallas Sales Executive Club.

★
► Bob Craft, who established a public relations firm in Fort Worth in 1956, has opened a Dallas office at 518 West Davis in Oak Cliff. H. R. von Shilling, who has had more than eleven years experience in public relations work will serve as manager of the new Dallas office.

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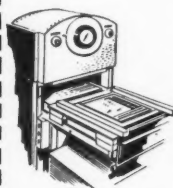
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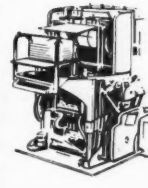
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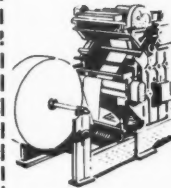
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foundations, talking to individuals and local philanthropic groups.

Dr. Wilson got the money — \$120,000 that provided equipment and personnel for the cardiac surgery technique laboratory.

He believes this was possible because of a freshness of outlook that exists in the Southwest. "The people of Dallas," says Dr. Wilson, "haven't needed a couple of Sputniks to convince them that continued scientific progress is necessary."

Some of these advances may well come at Southwestern Medical.

Encouraging progress is being made on a method of replacing damaged aortic heart valves with artificial ones. They are also working on an operation for correcting a congenital condition that is the most common cause of death among infants from heart disease. Still another operation in the process of perfection would permit the gradual closing of openings in the walls between heart chambers — the only means of correcting a condition that now means sure death after a certain stage.

So the training and experience that Dr. Hugh Wilson received at the University of Michigan School of Medicine and during more than eight years of post-graduate work and specialization at several eastern medical centers are now paying off in Dallas.

But the end results spread far beyond Dallas. They are embodied in the persons who are still alive as a result of his surgical advances, with the prospect of normal lives — and the others of the future.



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CHAMBER NEWS

Wincorn Heads Fashion Center. Herbert Wincorn president of Munves Fashions Inc. and vice president of Sunny South Fashions, Dallas, has been elected president of the Dallas Fashion Center and will take office at the organizations January meeting. He succeeds Lester Lorch of Lorch Manufacturing Company.

Other new officers are: Vice president, Al Galvani of Donovan-Galvani Inc. and Treasurer, Clifton Wilhite of Clifton Wilhite Co.

The new board of directors for the Center consists of the following: Leon Aaron, Aaron Bros.; Allen Gold, Nardis Sportswear; Martin Feldman, Leighton Mfg. Co.; Harlan Johnston, Johnston



DAWSON

Dawson Joins Chamber. H. A. Dawson Jr. has been named director of public relations for the Dallas Chamber of Commerce.

A native of Dallas, Dawson is a graduate of Southern Methodist University. He is also a graduate of the graduate school of journalism at Columbia University in New York City.

Dawson has been publicity representative at Lone Star Gas Company since his discharge from the Army a year ago. While in service he served for 18 months as news editor and editor of the *Fort Bliss News*.

He was formerly employed by the New York Bureau of International News Service and was on the wire desk of the Greensboro (N. C.) *Daily News*.

★

Chamber Board Honors J. Ben Critz. Dallas Chamber of Commerce Vice President and General Manager J. Ben Critz was honored last month by the Chamber's Board of Directors with the presentation of an oil portrait.

The portrait of Mr. Critz, executed by JoAnne Thatcher Associates, was presented the long-time Dallas Chamber of Commerce executive for his long and outstanding service.



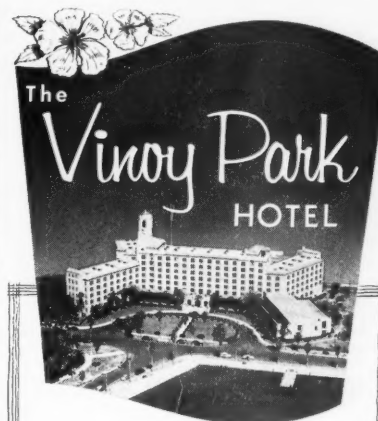
WINCORN

Inc.; Lorch Folz, Lorch Mfg. Co.; Dave Kohen, Kohen-Ligon-Folz; Lester Lief, Marcy Lee Mfg. Co.; L. J. Lissauer, L & L Mfg. Co.; Wm. S. Miller, Miller-Cupaioli Inc.; Erle Thornton, Justin McCarty Inc.; and Bill Whited, Julie Clark of Dallas.

The Dallas Fashion Center is affiliated with the Dallas Chamber of Commerce in the Apparel Division and is composed of Dallas manufacturers of apparel and accessories for women and children.



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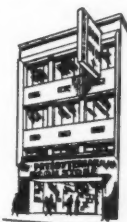
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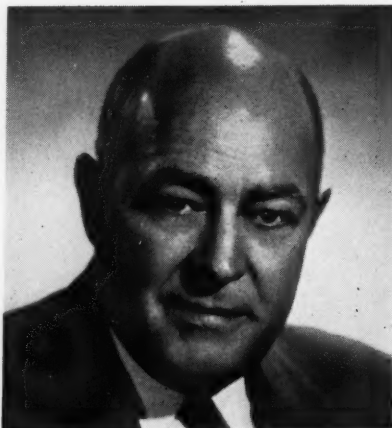
j. yunker

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B1 Commercial Bldg.



CLUBS AND ASSOCIATIONS



DUNLAP

Dunlap Heads Traffic Commission.

John B. Dunlap, Vice-President of the First National Bank, has been elected to succeed John L. Briggs as Chairman of the Citizens Traffic Commission. A former Vice-Chairman of the Commission, Mr. Dunlap headed a ten member downtown traffic committee appointed by Mayor R. L. Thornton in 1955.

Other vice-chairmen re-elected were Ben Lee Boynton, finance; Charles O. Shields, legal; Tom McHale, public relations; Harry Kaplan, education; Clyde Swalwell, enforcement; R. L. Thornton, Jr., treasurer; Joe Murray, executive secretary and Carl J. Rutland, honorary life chairman. Max Clampitt was elected vice-chairman for engineering to replace Dunlap.

★

Gordon Heads Group Underwrit-

es. The Dallas Association of Group Underwriters has elected Sedgwick S. Gordon of Provident Life & Accident Insurance Company, president for 1958.

Other officers are Harry Owens, Great-West Life Assurance Company, vice-president; John F. Stewart, Pacific Mutual Life Insurance Company, secretary; and Charles R. Johnson, Southland Life Insurance Company, treasurer.

Air Transport Group Elects Beard

Director. Charles E. Beard, president of Braniff Airways, has been named a director of the Air Transport Association — the self-regulation organization of the nation's scheduled airlines.

★

Kennedy Named Aviation Group

Officer. Paul A. Kennedy, vice-president in charge of distribution at Southwest Airmotive Company, Love Field, has been elected vice-president of the Aviation Distributors & Manufacturers Association.



DUSSMAN

Dussman Heads Materials Handling Society.

The North Texas Chapter of The American Materials Handling Society, Inc., has elected Robert H. Dussman of Ford Motor Company president for 1958.

Other officers are R. T. Griggs of W. W. Cannon Company, vice-president; A. S. Greer of Chance Vought Aircraft, Inc., secretary; and C. L. Young of Lone Star Gas Company, treasurer.

The North Texas Chapter has been working with industry in the Dallas area, assisting in developing cost reduction and method simplification in materials handling.

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Clubs and Associations



HARRELL

Harrell Heads Architects' Group. George F. Harrell will serve as president of the Dallas Chapter, American Institute of Architects, for 1958.

Mr. Harrell has been practicing architecture in Dallas for eleven years, and two years ago formed a partnership with E. G. Hamilton.

Other officers include Max M. Sandfield, vice-president; Donald Jarvis, secretary; John R. Thompson, treasurer, and Roscoe DeWitt, director.

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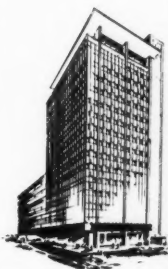
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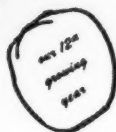
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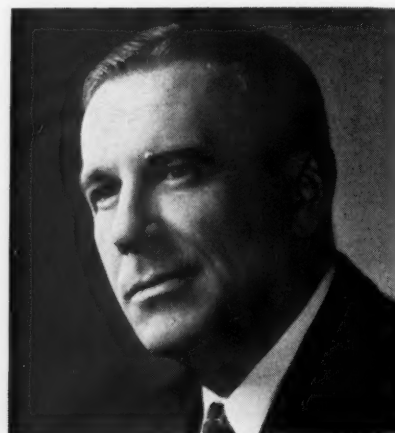


APPOINTMENTS AND PROMOTIONS

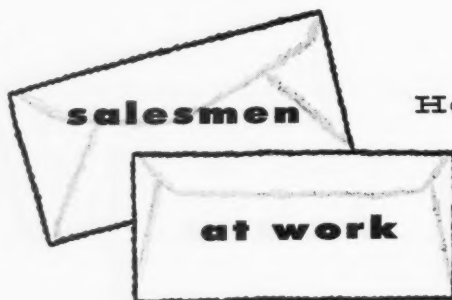
SIDNEY RAMOS, JR. has been appointed personnel manager of Hotel Adolphus. A native of Beaumont, Mr. Ramos is a graduate of the University of Texas and has had fifteen years experience in various phases of hotel operation. He had previously held executive positions at the Hotel Beaumont, the Driskill, Lamar, McKinney and Shamrock Hilton Hotel, Houston.



J. WOODALL RODGERS has been elected to the board of directors of Oak Cliff Savings and Loan Association. Mayor of Dallas from 1939 to 1947, and a founder and partner of the law firm of Turner, Rodgers, Winn, Scurlock & Terry, Mr. Rodgers is president of the Greater Dallas Planning Council and chairman of the board of the Dallas Council on World Affairs. He is also a trustee of Vanderbilt University and a director of the State Fair of Texas and the First National Bank of Childress, Texas.



RICHARD A. GOODSON, general manager of Southwestern Bell's operations in Texas, has been elected a vice-president of the company. Mr. Goodson, a native Texan, began his telephone career in Dallas in 1928 as a traffic assistant. He also served two years at San Antonio as toll traffic chief, and in 1930 became district traffic chief in Abilene, Texas. Seven years later he returned to Dallas as switchboard facilities engineer. Mr. Goodson has held various positions with Southwestern Bell, returning to San Antonio in 1943 and remaining until 1952 when he was appointed general traffic manager for the Missouri-Illinois area. He became assistant vice-president in St. Louis in 1954, and was named general manager of company operations in Texas in 1956. A graduate of Texas A. & M. College, Mr. Goodson is active in civic affairs in Dallas and is a director of the First National Bank and the Dallas Crime Commission.



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Appointments and Promotions—



MITCH GRAY GILBERT has been appointed vice-president of The Howard E. Nyhart Company, Inc., with offices in the Adolphus Tower. A native of Dallas, Mr. Gilbert comes to the firm of consulting actuaries from the Empire State Bank of Dallas where he has been a vice-president. With headquarters in Indianapolis, the Nyhart Company has regional offices in Dallas, serving Texas and other areas of the Southwest.



LAWRENCE

REIMER

R. E. REIMER and **JOHN LAWRENCE** have been promoted to executive vice-presidents of Dresser Industries, Inc. Mr. Reimer, who has been with Dresser since 1929, will also continue to serve as Dresser's treasurer. He is a graduate of the University of Cincinnati. Mr. Lawrence recently resigned as president of Joy Manufacturing Company to join Dresser's organization as a vice-president. He holds a degree in aeronautical engineering from the Massachusetts Institute of Technology.

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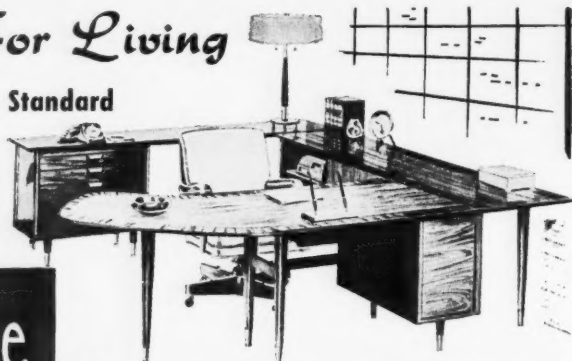
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Appointments and Promotions—



THORNTON

FRANCIS

J. D. FRANCIS has been elected executive vice-president and **R. L. THORNTON, JR.**, has been named senior vice-president of the Mercantile National Bank. Mr. Francis has held various positions with Mercantile since 1925. He became vice-president in 1939 and senior vice-president in 1952. He is a director of the bank and also of Skillern and Sons, Inc. Mr. Thornton is a director of the State Fair of Texas, the Dallas Community Chest, and other local, state and national organizations.



MITCHELL

DAVISON

D. DAVISON has been elected treasurer and **B. H. MITCHELL** vice-president of Superior Decals, Inc. of Dallas. Both men have been appointed directors. Mr. Davison is the former executive vice-president and general manager of Gillette Motor Transport, Inc. Mr. Mitchell, a West Texas State College graduate, is also treasurer of Ordway Furniture Company of Paris, Texas.

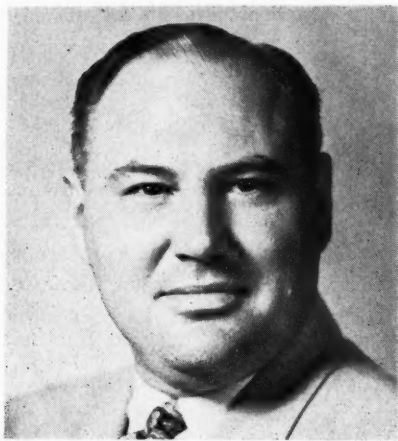
★

WAYNE "CHRIS" CHRISTOPHER has been named Dallas sales manager for Lake Murray Lodge of Ardmore, Oklahoma, with offices at 405 Davis Building.

Appointments and Promotions—



LEWIS P. MacADAMS has been elected president of Food Industries Company, recently acquired by Red Star Yeast & Products Company of Milwaukee, and now operated as a wholly-owned subsidiary, manufacturing technical products for the baking and food processing industries. Mr. MacAdams formerly was vice-president and general manager of the company. He is an officer of the American Society of Bakery Engineers.



FRED W. BUSH has been named president of Vinson Steel and Aluminum Company. Mr. Bush formerly was executive vice-president of the firm.

★
N. ALEX BICKLEY has been named first assistant city attorney and will take charge of all litigation involving the City of Dallas. An experienced trial lawyer, Mr. Bickley was city attorney at Abilene from 1952 to 1956.



DALLAS • JANUARY, 1958



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*Reported in Iron Age,
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Appointments and Promotions—



WILLIAM J. SLOAN has been appointed sales manager of Dallas Rupe & Son, Inc., investment bankers. Mr. Sloan is a former president and director of Texas Fund Management Company, and vice-president, treasurer and a director of Texas Fund, Inc. He formed the W. J. Sloan Investment Management Company in Houston, following his connection with Texas Fund. He is a member of the national committee of the Controllers Institute of America on securities and exchange regulations.



BROOKIN N. WADLEY, JR., has been appointed Dallas retail dealer for the Baldwin Piano Company of Cincinnati, Ohio. He will conduct the business under the name of the Wadley Piano and Organ Company at 1207 Elm Street. A native of Dallas, Mr. Wadley has been associated with the piano business here for twenty years.

DAVE L. RAINEY has been elected vice-president of Sam P. Wallace Construction Company, Inc. and **GENE MARWILL** has been added to the engineering staff of the parent company, Sam P. Wallace & Company.

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Advertising Manager

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HUDSON & HUDSON	56	Dowdell-Morrill, Inc., Advertising	
INDUSTRIAL OFFICE SUPPLY	37	TEXAS EMPIRE LIFE & ACCIDENT INS. CO.	64
INDUSTRIAL PROPERTIES CORP.	66	Agency — Paul Berry Company, Advertising	
Agency — John Peyton Dewey, Advertising		TEXAS EMPLOYERS' INS. ASSOCIATION	52
KIXL RADIO STATION	32	Agency — DeJernatt Advertising	
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LEO L. LANDAUER & ASSOCIATES	29	THOMAS OPTICAL COMPANY	43
LANE CONTAINER CO.	38	Agency — Dicklow Advertising	
Agency — Hepworth Advertising Company		TRYLE WALK SHOES	31
J. W. LINDSEY & CO.	25	UNITED FIDELITY INS. CO.	33
LONE STAR CADILLAC CO.	2	Agency — R. B. Moreland & Co., Advertising	
Agency — Rominger Advertising		VERSON MFG. CO.	65
MATTHEWS ENGINEERING CO.	41	Agency — Jean Roberts, Advertising	
Agency — Grant Advertising, Inc.		VINOY PARK HOTEL	53
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Agency — R. B. Moreland & Co., Advertising		JUNE YUNKER	54
HENRY S. MILLER CO.	44		
VANCE K. MILLER CO.	41		
MUNDELL PRODUCTION	32		

Dallas *Pioneers*



Established
1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Huey & Philp
Company
Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

1878 National Bank
of Commerce
Banking

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1890 William S.
Henson, Inc.
Advertising Printing

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store



THE wide open spaces of Texas show up in the rugged contours of early day Dallas in this Maple Avenue Scene taken from a 1895 Picture Book. That same year business and manufacturing activity hummed in the vicinity of Court House Square. Among the pioneer supply firms in that area was Hunter & Booso, dealers in Engines, Boilers, Gins, General Machinery & Electrical Supplies. This firm was founded by Colonel John G. Hunter who served as an unpaid secretary of the Board of Trade before J. R. Babcock became the first secretary of the Dallas Chamber of Commerce. His son, J. Peyton Hunter, founded the present Hunter-Hayes Elevator Company in 1902. Originally known as P. Peyton Hunter, Manufacturers Agent, the firm had offices in the old Cotton Belt Terminal Building which also housed first offices of the Dallas Chamber of Commerce. The firm made important elevator installations in Dallas buildings after the turn of the century and later moved to the Slaughter Building. Peyton Hunter Jr., present head of the firm, entered the business in 1925 and in 1927 the name was changed to the Hunter-Hayes Elevator Co. In 1946 the firm moved to its present site at 6102 Lemmon which is not far from the area depicted in the above photograph. The firm now has more than 100 employees and maintains branches in Houston, San Antonio, Fort Worth, Austin, Corpus Christi, Lubbock, Tyler, El Paso, Albuquerque and Santa Fe.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1911 W. W. Overton
& Co.
Investments

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1912 Stewart Office
Supply Company
Stationers — Office Outfitters



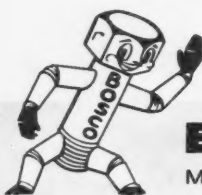
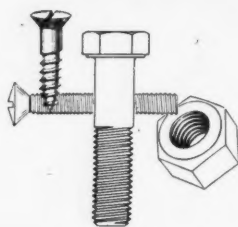
*tops
in
dependability*

**TEXAS EMPIRE LIFE
AND ACCIDENT INSURANCE COMPANY**

Hilton Painter, President

Dallas

Buy from the
One source in the
Southwest with a
Complete stock
Of industrial fasteners!



BOLTS • NUTS • SCREWS • WASHERS
Steel • Brass • Stainless Steel • Aluminum
Complete Stocks • Packaged and Bulk

BOSCO Bolt • Nut • Screw Co.
MANUFACTURERS & DISTRIBUTORS

2215 YOUNG STREET • Phone Riverside 7-5171 • DALLAS 1, TEXAS

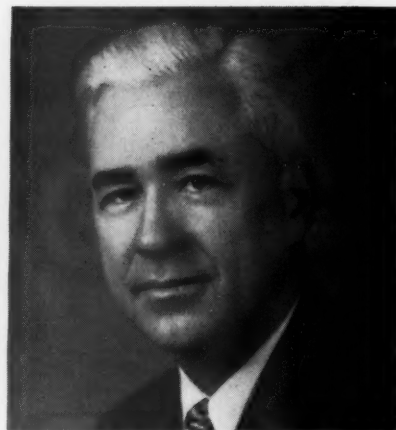
REAL ESTATE LOANS

MURRAY
INVESTMENT COMPANY

"Real Estate Financing Since 1908"

1315 PACIFIC AVENUE

New and Expanding Business—



CLAUDE R. MILLER, chairman of the board of Comet Rice Mills, has been elected president of the company. Mr. Miller will continue to serve as board chairman in addition to his new post as chief executive of Comet.



J. E. R. CHILTON, III, has been named general manager of the Merchants Retail Credit Association, Dallas, and the Retail Merchants Association of Dallas County. These include the credit reporting associations of Garland, Grand Prairie, Mesquite, Carrollton, Lancaster and Irving. The new general manager, the third generation Chilton to hold this position, joined the association after receiving his B. A. Degree from Southern Methodist University.

STANLEY S. MORTON, who has been with the association since March, 1954, is the office manager. He holds an A. B. and M. A. degree from the University of Kentucky.



DALLAS • JANUARY, 1958



SIZE is no problem to Verson

Two 26 ton welded platens just completed by Verson rank among the largest weldments ever produced in the Southwest.

They are component parts for an aluminum bonding machine designed and built by Convair, a Division of General Dynamics Corporation, and were fabricated and machined by Verson from raw stock to finished product.

Each 110 by 220 inch platen took three miles of weld.

These giants are "stress relieved" to prevent warping — as are all Verson-produced weldments. Verson is equipped to handle all sizes — from the smallest to the largest — to design and fabricate, or to build to your specifications.

Verson's combination of manufacturing techniques, facilities and know-how are available nowhere else in the Southwest.

Verson MANUFACTURING Co.

• MANUFACTURING CONSULTANTS TO THE METAL WORKING INDUSTRY •

8300 SOUTH CENTRAL EXPRESSWAY • P. O. BOX 9128 • FR 1-1301 • DALLAS, TEXAS

DALLAS • JANUARY, 1958

Verson
TRADE MARK

ALL STEEL
MACHINE TOOLS

CREATIVE ENGINEERING

PRODUCT DESIGN

MANUFACTURING METHODS

COMPLETE TOOLING



Clearly shown in this photo are the white lines of the service roads of Stemmons Expressway, already paved.

The first names on
Stemmons Expressway
include:

Caro & Upright, Inc.

Cobb Stadium

Dallas Home Furnishings Mart

Napco Paint Company

Recordak Corporation

R-Way Furniture Company

STEMMONS EXPRESSWAY PROPERTIES IN THE TRINITY INDUSTRIAL DISTRICT

With paving of the service roads of the Stemmons Expressway nearing completion through the Trinity Industrial District, properties of unusual desirability and convenience are becoming available for building

The Expressway will have ten main traffic lanes, with two service lanes and a parking lane on each side; a total of sixteen lanes.

Carefully restricted for the protection of every property owner, and enjoying every advantage and facility, these properties merit your thoughtful consideration.

Ask your real estate broker or

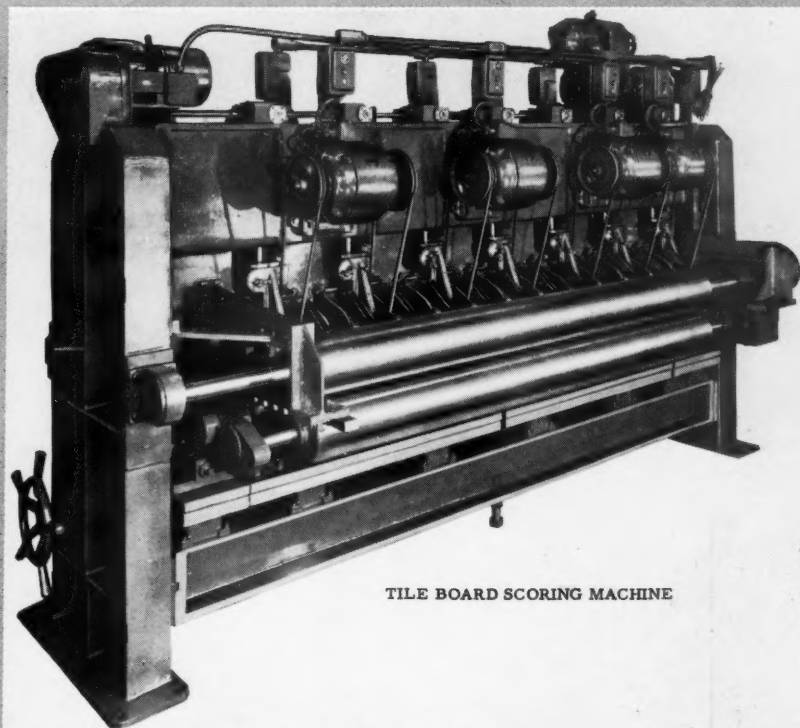
INDUSTRIAL PROPERTIES CORPORATION

401 Davis Building

Riverside 1-9424

John M. Stemmons, President

L. Storey Stemmons, Chairman of the Board



TILE BOARD SCORING MACHINE

Engineering
has real meaning
in your
ultimate
profit.....

*it is the basis
of both process
and product.*

A. J. BOYNTON AND COMPANY

Engineers and Technical Counselors

FIDELITY UNION LIFE BUILDING • DALLAS, TEXAS

*We have grown
because we have helped
others grow . . .*

**MERCANTILE
NATIONAL BANK
AT DALLAS**

Member Federal Deposit Insurance Corporation

